

# IGNITION – BLAST OFF

POWERFUL HABITS TO REACH AND EXCEED YOUR BUSINESS GOALS

## *IGNITE POWER SESSION #12*

### **Instructor Version**

#### **In this chapter ...**

- Get and stay focused
- Know your numbers
- Keep yourself accountable to your goals
- Prepare for your business future



**Instructor:**

*Timing: 3 hours*

**Take-Aways of This Chapter:**

*This session stresses the value of knowing and improving conversion rates. Participants will also discuss what comes after Ignite. As Ignite comes to an end, this is the time to celebrate wins! You will be asking agents to share what they learned in Ignite and what they will commit to beyond Ignite.*

- 1. Check in on what you've accomplished.*
- 2. Evaluate wins and opportunities and make adjustments.*
- 3. Develop a habit of tracking your numbers and taking action to continually improve your conversion rates.*
- 4. Commit to a plan for maintaining the powerful habits you've developed in Ignite to reach—and exceed—your business goals.*

**IMPORTANT!**

*Daily Report Out – Instructor, it is important to the participants' success that you do this every class! It is essential to the participants' success to establish this habit and for you to hold them accountable.*

- 1. Daily calls – every class will include Real Play calls*
- 2. Pearls of wisdom*
- 3. Evaluate wins and opportunities*
- 4. Revisit your goals*
- 5. Conversion rate*
- 6. Commit to action*

*You, and all the Ignite faculty, have worked hard with the Cappers in Training. It's now time to wrap up Ignite and although this may be the last session, the teaching and mentoring continues. You have helped them in starting their real estate business, you have shown them what a successful agent looks like, and you have given them the tools they will need to succeed. Today we put it all together for them to go out and rock it.*

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# Today's Expectations

## Cappers in Training

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1. Check in on what you've accomplished.
2. Evaluate wins and opportunities and make adjustments.
3. Develop a habit of tracking your numbers and taking action to continually improve your conversion rates.
4. Commit to a plan for maintaining the powerful habits you've developed in Ignite to reach—and exceed—your business goals.

**Instructor:**  
*Quickly cover the expectations for today.*

*Cover this page thoroughly and make sure everyone is ready to move forward! They are expected to do a lot in this class and are*

## Ignite Faculty

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1. Show great role-model **videos** in class, if applicable.
2. Devote the majority of time on **activities** in class.
3. Role Model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and prework **Mission**, and during the phone call activity make calls along with class.

*expected to have completed their Mission.*

*Ignite is designed for a lot of DOING, not just listening and learning, because doing is where the learning happens!*


*Remember there are expectations for you too! Be sure to abide by these. Help students be successful!*

**Instructor:***Hold**participants**accountable for  
this work.**Ask questions**about the**Mission videos.**Ask for aha's on  
how**technology,**specifically**eEdge can help**with**negotiating.**Ask for aha's**from doing the**Mission and**working on**their Daily**10/4.*

# Action Reveal

There are three parts to the Action Reveal.

1. Review **Mission** assignments and get questions answered.
  - a. Answer questions about any videos watched.
  - b. Provide your aha's from the Mission.
2. Announce your **Daily 10/4** activity results from the day before class and review leaderboard standings. Celebrate successes!
3. Make **Real-Play** calls in class.

IGNITE	Mission 12
Complete this <b>Mission</b> prior to attending Ignite Power Session 12	
DONE v	<b>1. Daily 10/4 – develop your lead generation habit</b>
<input type="checkbox"/>	Complete your Daily 10/4 daily!
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes
DONE v	<b>2. Extend your learning</b>
<input type="checkbox"/>	Practice scripts with a partner—forever!
<input type="checkbox"/>	Sign Up for <b>BOLD</b> when it comes to your area. Ask your Team Leader about BOLD, and check out <b>BOLD</b> on the KW MAPS Coaching website <a href="http://www.mapscoaching.kw.com">www.mapscoaching.kw.com</a> .
DONE v	<b>3. Pearls of wisdom – learn from others</b>
<input type="checkbox"/>	Interview up to five successful agents in your Market Center and ask: 1) What is your advice on getting into effective and sustainable production as soon as possible? 2) What is your secret to longevity and prosperity in the real estate business? Be prepared to share in class.
DONE v	<b>4. Follow up – with previous Power Session</b>
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session
DONE v	<b>5. Grow your database – with your current contacts</b>
<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class
<small>*Access videos from <a href="http://KWConnect.com">KWConnect.com</a>. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email <a href="mailto:support@kw.com">support@kw.com</a>.</small>	
	
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# Report Out – Daily 10/4

*Note: For help using myTracker, refer to instructions on the back of your Mission page.*

## Report on Your Daily 10/4 Activities

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11 <b>Instructor</b>				
12	<b><i>Have students report on the Daily 10/4. This is to be done EVERY class!</i></b>			
13.	<i>1. Students should have entered their activities into the electronic myTracker — show the leaderboard results in the classroom (on a projector if you have one.)</i>			
14	<i>2. In addition, have each student either fill in his/her numbers or you can fill the numbers on a white board or flip chart that is displayed in the classroom.</i>			
15.	<i>Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite Instructor Tools for ideas and inspiration.</i>			

# Your Turn – Lead Generate for Business

**Instructor:**

*Remind*

*participants*

*that Real-Play*

*is a money-*

*making*

*activity done*

*in the*

*classroom*

*with the*

*support and*

*guidance of*

*you and fellow*

*students.*

*Remind them*

*that you are*

*serious about*

*them being*

*successful in*

Daily 10/4 Real-Play

1. Begin by saying an affirming message out loud.

**“I am comfortable making calls daily because I know I’m helping people!”**

2. Get your phone and your list of contacts and call your referral names.

3. Record your results below.

- Goal #1: Call for 20 minutes and make contact with as many people as possible.
- Goal #2: Always ask for **referrals** from each contact and offer your app.
- Goal #3: Secure an appointment.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Results				
Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to two – three people you called to thank them for their time.

**Time: 20 minutes**

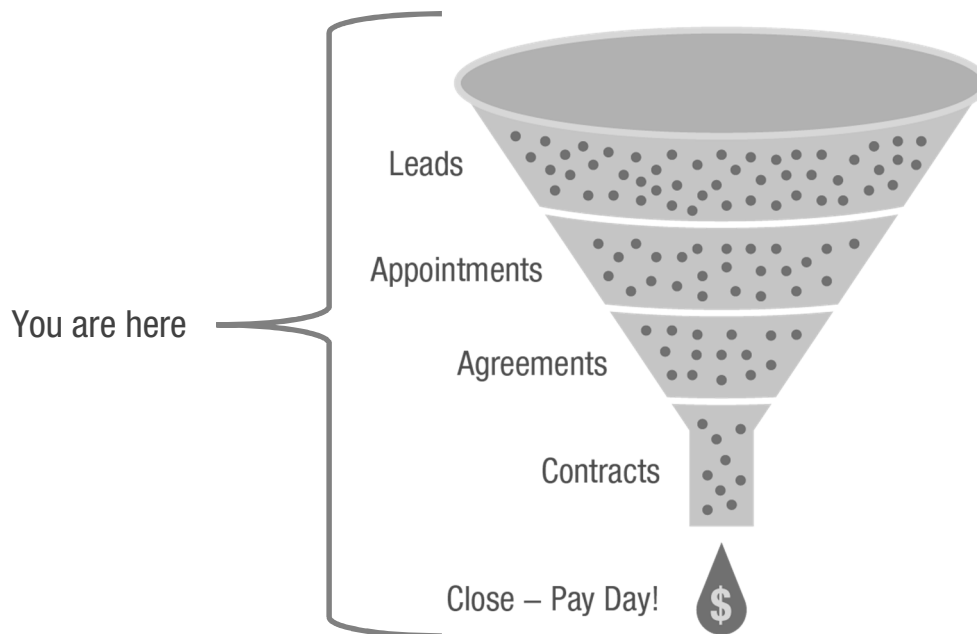


# Get Your Head in the Game

*Congratulations, you've arrived at the final Power Session!*

Throughout Ignite, you've been performing the Daily 10/4 activities and tracking your numbers in myTracker. You've time blocked your daily activities and are working toward your goals, with the help of your Market Center.

You have learned that mindset, attitude, and your approach to life matter. Adopting a mindset and a philosophy of contributing to the lives of other people and a deeply rooted belief in doing the best job possible for each and every customer will enable you to grow your business.



## Video

Watch a Master

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**Instructor:**

*Find this video online on Ignite on KWConnect, under Instructor Resources for this Power Session. Play the video and ask for aha's.*



**Time: 10 minutes**

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Watch the video “**A Day in the Life of a Mega Agent.**”

What are your aha's?

# Your Turn – Pearls of Wisdom

Learn, Share, Grow!

In your Mission, you were tasked with seeking out five different people and asking them two questions.

1. Write your top three answers and who gave you each answer below.
2. Be prepared to share with the class.

**What is your advice on getting into effective production as quickly as possible?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**What is your secret to longevity and prosperity in the real estate business?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Time: 10 minutes**

Aha's from Activity

- \_\_\_\_\_
- \_\_\_\_\_

**Instructor:**  
*Ask a few volunteers to share their results and answers to the questions.*

*Debrief activity by asking for volunteers to share aha's.*

Notes

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# Make it Happen

Anyone can succeed, but not everyone will. Why? The ones who do succeed have focus—the ability to concentrate their thoughts and actions on the most important tasks.

1. How do you create a personal plan and make process your focus?

*Follow a big plan built from a Big Model and make the implementation your daily habits. process my focus. Aim high and don't allow my goals to be a ceiling to my achievement. Do not aim too low, so I don't stop trying once I hit my goal. Make the Daily 10/4 activities my focus. Time block the Daily 10/4 to protect the time to accomplish these, which gives me focus.*

2. How do you time block to get your focus?

*I must practice time blocking and turn it into a key productivity business habit. Time blocking keeps me focused, free of distractions, and doing what I've committed to. I need to take 2-4 hours of focused effort to accomplish what I need to do. It's important for the people around me to understand what I'm doing and not interrupt me or allow others to interrupt me. The reward from daily and focused time-blocked lead generation is huge!*

3. How do you use accountability to keep your focus?

*Long-term focus brings long-term results, and staying focused is difficult. I need to acknowledge the limits of my ability to focus and choose carefully what I need to focus on and then find ways to help maintain that focus at a high level over time. I use the 4-1-1 to bring accountability into my business life. I also rely on accountability coaches, teams, and partners.*

## INSTRUCTOR:

*Go over the five steps, giving examples of how you incorporate these steps into*

*your daily habits.*

4. How do you make sure your environment supports your focus?

*My environment builds me up and supports me. I am the gatekeeper to my world and I control environmental issues.*

*Physical environment: I will create a physical environment that is conducive to productivity.*

*People environment: I will surround myself with people who energize me and who are in synergy with my goals.*

5. How do you keep your energy to maintain your focus?

*Maintaining long-term focus depends on me staying energized and enthusiastic. Everything I do either adds energy or depletes it from my life.*

## Maintain Energy and Focus

Implement the “Millionaire Real Estate Agent Energy Plan”. Block time before 11:00 a.m. each day to pull in energy from the following five key areas; this creates momentum that will carry you through your entire day.

To gain this type of energy ...	Do these activities ...
1. Spiritual	Meditate and pray
2. Physical	Exercise and eat right
3. Emotional	Hug, kiss, and laugh
4. Mental	Plan and calendar
5. Business	Lead generate

# Accountability

In the Six Personal Perspectives we learned accountability is a tool for continually changing the results in your life in those areas that matter most—your 20 percent. Goal achievement is a direct result of accountability. To support your goal setting, we recommend you use the **4-1-1 Productivity Tool**—in addition to myTracker.

## What is the 4-1-1?

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4-1-1 stands for:

- **4 weeks**
- **1 month**
- **1 year**

At Keller Williams, we use the 4-1-1 as a productivity tool to reflect top priorities—the “Big Rocks.” The 4-1-1 tool allows you to define your weekly, monthly, and annual goals. Because your daily activities manifest into your overall results, the goals you set are an effective and crucial accountability function of your business.

## Annual Goals

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You should set aside 1–3 days each year to think about and crystalize these one-year goals. Get clear on your Big Rocks, those 5–7 key goals that you must achieve in order to feel that you have had a successful year.

Annual goals should reflect each of the key areas of your life. There can be many categories, but we have found the following four areas to be most useful:

- Job – What will you do?
- Business – What will your business or team do?
- Personal – What do you desire to have happen personally (health, family, spiritual, educational, etc.)?
- Personal Financial – What improvements do you desire in your net worth (reduced liabilities, increased investments, increased assets, etc.)?

### **Instructor:**

*Review the parts of the 4-1-1 in detail.*

*Review the three goals: annual, monthly, and weekly.*

*Breaking annual goals into realistic monthly goals gives participants a*

*picture of how reaching annual goals is possible.*

*Give examples of 4-1-1 goals.*

### *Monthly Goals*

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You should set aside 1–3 hours each month to rethink and further refine your monthly goals. Focus on your methods of achievement. How will you position yourself in pursuit of your annual goals? Begin by breaking your annual goals down into their monthly increments. In addition, write down the key activity goals that will lead to those monthly results.

When deciding your monthly goals, remember to put first things first — any goals that other goals hinge on would have higher priority. You should have no more than 5–7 monthly goals. Do not plan any more than one month ahead.

### *Weekly Goals*

---

You should set aside ½–1 hour each week to form goals for the coming week. Weekly goals are levers—actions or activities. Levers are those goals that are the mechanisms or how-tos of achievement (e.g., “I will contact 10 people each day.”). These weekly goals are the steps you will take toward your monthly and annual goals. Levers are the means to the ends.

Again, your weekly goals are not a to-do list, but rather a have-to-do list. Decide what you need to do that week to achieve your monthly goals, again remembering to put first things first. Limit your number of weekly goals to 6–8 key, measurable activities.

Locate the 4-1-1 on [mykw.kw.com](http://mykw.kw.com) under Resources.



# Your Turn – 4-1-1

**Instructor:**  
Complete Your Planning Tool for the Year

Now that you can see the benefits of the 4-1-1 for accountability, it's time to create your own 4-1-1 Action Goal Worksheet.

Complete the 4-1-1 Action Goal Worksheet on the next page. Examples have been given to get you started.

Remember the weekly goals roll up to the monthly goals, which roll up to the annual goals.

*This is just an example 4-1-1. Explain how the weekly goals roll up to the monthly goals and how the monthly goals roll up the annual goals. Students can tear this out.*

**Time: 30 minutes**

## Aha's from Activity

- \_\_\_\_\_
- \_\_\_\_\_



## 4-1-1 ACTION GOAL WORKSHEET

First Name Last Name

### ANNUAL GOALS

YEAR

Enter Annual Goals

ex. Add 2400 contacts to my database

Have 25 closings this year

### MONTHLY GOALS

MONTH OF

Enter Monthly Goals

ex. Add 200 contacts to my database

Go on 16 listing appointments

### WEEKLY GOALS

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Enter Weekly Goals Preview 10 properties Add 50 contacts to database Write 50 notes Call 10 Mets Go on 4 listing appointments Go on 4 buyer appointments	Enter Weekly Goals	Enter Weekly Goals	Enter Weekly Goals

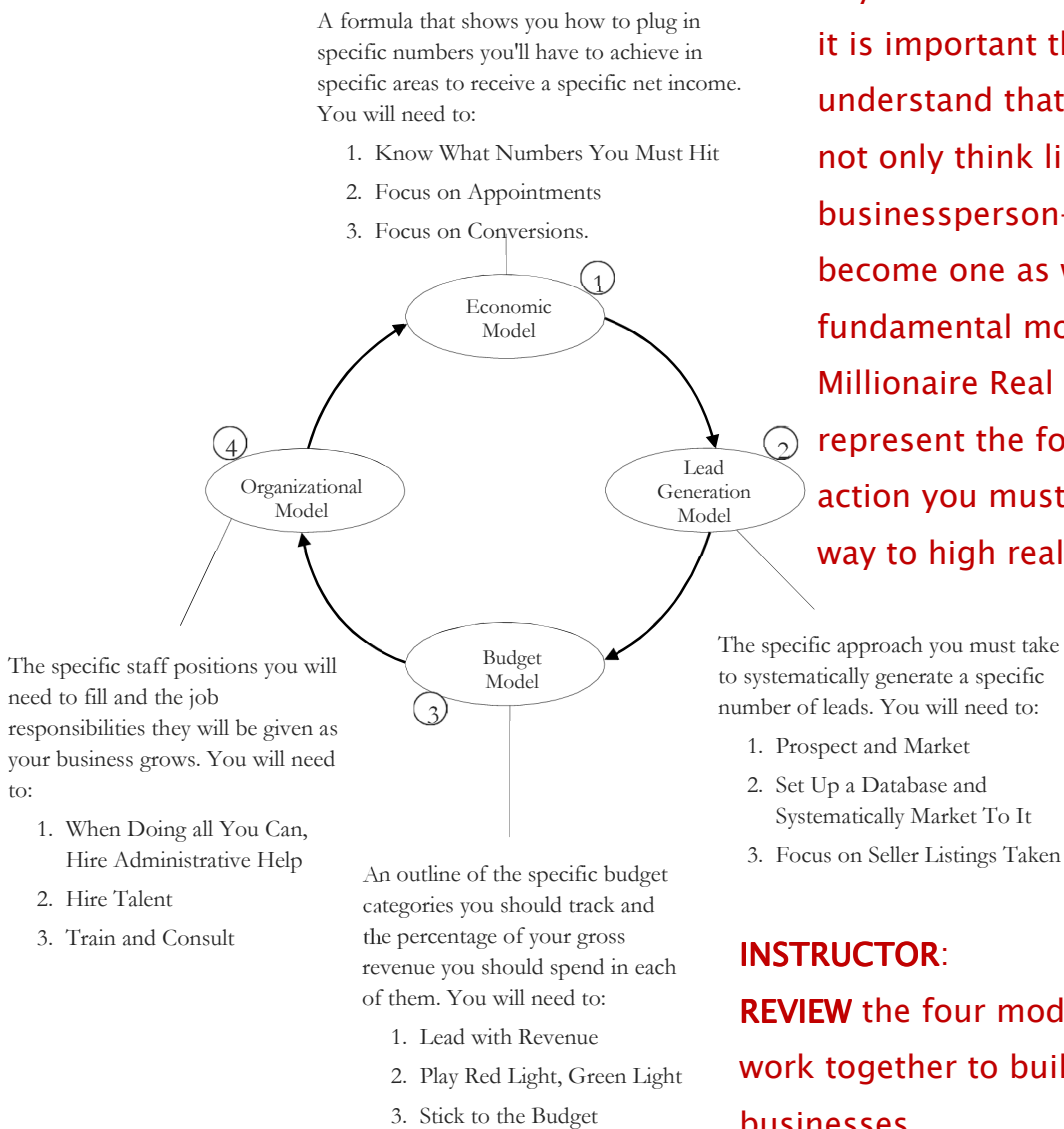
# Leverage *MREA* Models

## SLIDE 34

To be highly successful in your real estate sales career it is important that you understand that you need to not only think like a businessperson—you need to become one as well. The fundamental models from *The Millionaire Real Estate Agent* represent the four areas of action you must tackle on your way to high real estate sales achievement.

**INSTRUCTOR:**

**STATE:** To be highly successful in your real estate sales career it is important that you understand that you need to not only think like a businessperson—you need to become one as well. The fundamental models from *The Millionaire Real Estate Agent* represent the four areas of action you must tackle on your way to high real estate sales



**INSTRUCTOR:**

**REVIEW** the four models and how they work together to build abundant agent businesses.

*Note: For further information, read pp. 128-172 of The Millionaire Real Estate Agent.*

## Revisit Your Goals

In Power Session 1: Ignite Your Business, you set a goal for your annual number of closed contracts based on the annual income you desire. Annual goals can be broken down to monthly, weekly, and even daily goals to keep you on track—you'll even be able to measure your progress toward them. At this time, you may be ready to increase your goal. You can enter your additional or changed goals in your GCI Calculator.

Enter values for A and B, and calculate all the rest of the numbers following the formulas provided. Then evaluate your wins and opportunities.

My Goals			
<b>A. GCI</b>	By this date, one year from now, how much GCI do you want to earn?		
<b>B. Average Sales Price</b>	What is the average sales price in your area?		
<b>C. Average Commission</b>	Based on the average sales price, what is the average commission you expect to receive for each sale?	<b>Average commission percentage x B</b>	
<b>D. Closed Contracts</b>	Divide your (Gross Commission Income) GCI goal by the average commission to determine the number of closed contracts you need to reach your goal.	<b>A / C</b>	
<b>E. Contracts Pending</b>	Assuming that half of your contracts will close, you'll need twice as many contracts pending.	<b>D x 2</b>	
<b>F. Signed Agreements</b>	Assuming that half of your agreements lead to contracts, you'll need twice as many agreements.	<b>E x 2</b>	
<b>G. Appointments</b>	Assuming that half of your appointments lead to agreements, you'll need twice as many appointments.	<b>F x 2</b>	
<b>H. Appointments Each Week</b>	Assuming you work 48 weeks out of the year, divide the total number of appointments by 48.	<b>G / 48</b>	

Evaluate Wins and Opportunities – Self-Reflect on Your Actions

Write your answers to the following questions and then share with the class.

1. What wins have you experienced in the last four weeks?

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2. What opportunities for improvement have you encountered?

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3. What kind of leads are you getting? Seller? Buyer? What about the quality of leads you've been getting? How quickly are you able to convert them to an appointment?

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4. As CEO of you, rate your performance using a scale of 1–5 (1 = improvement needed, 5 = excellent—no improvement needed). Why did you rate yourself this way?

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5. What will you do differently going forward?

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6. Share and celebrate success! Share with the class how you've been rewarding yourself these past several weeks while succeeding in Ignite.

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**Instructor:**  
*Ask for volunteers to share what they've learned. Celebrate the wins! Ask what they discovered during Ignite. Ask students to share the rewards they've enjoyed these past weeks.*

**Time 10 minutes**

## Know Your Numbers

With a cumulative four weeks of tracking your activity and results, you have an accurate trail of your critical business numbers and can calculate important conversion rates. In this session, you'll learn the value of paying attention to your numbers.

### Calculate Your Conversion Rates

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By now, you understand that the leads-to-closings process is moving leads to appointments, then agreements, then contracts, then closings, which yield commissions. And the focus on leads is becoming more and more of a habit because of your Daily 10/4.

Now it becomes important to also track your conversion rate. Knowing your conversion rate and improving it over time will increase the speed at which you progress through the leads-to-closings process.

While there are several conversion points you can track, in this session you will put your attention on the first one—leads to appointments.

# Your Turn – Conversion Rate

Calculate performance and look for improvements

1. From myTracker, enter the total connections (C) you made each week in Ignite into the table below called “Your Numbers.”
2. Enter the number of appointments (A) you set each week.
3. Calculate your conversion rate by dividing the total appointments by the total connections each week (A/C). This ratio of connections to appointments indicates how many connections you need to make, on average, to get an appointment.
4. Answer the questions on the next page.

**Instructor:**  
Ask a few volunteers to share their results and answers to the questions.

## Example

	Connections (C)	Appointments (A)	Conversion Rate (A/C)	Percentage
Week 1	44	0	0/44	—
Week 2	29	0	0/29	—
Week 3	36	1	1/36	2.7%
Week 4	49	2	1/25	4%

**Debrief**  
activity by asking for volunteers to share aha's.

## Your Numbers

	Connections (C)	Appointments (A)	Conversion Rate (A/C)	Percentage
Week 1				
Week 2				
Week 3				
Week 4				

**Instructor:** What Did You Discover?

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*Discuss the importance of tracking the leads-to-appointments conversion rate until participants are satisfied that they have good control of it and are improving.*

- Was there improvement from any week to the next?  
\_\_\_\_\_
- What actions will you take after knowing your conversion rate?  
\_\_\_\_\_

Improve Your Leads-to-Appointments Conversion Rate

---

Commit to improving your leads-to-appointments conversion rate. Set a goal for a new rate and the date by which you will achieve it.

My current conversion rate (average)	
My goal conversion rate	
Date to achieve goal conversion rate	

**Time: 20 minutes**

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Aha's from Activity

---

- \_\_\_\_\_
- \_\_\_\_\_



## Other Conversion Rates

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Once you've gained an understanding of your leads-to-appointments conversion rate, you may want to improve on other conversion points. What other conversion rates do you intend to track?

	Conversion Rate
Appointments to Signed Agreements	
Signed Agreements to Contracts	
Contracts to Closings	

**Instructor:**  
*Explain the three conversion rates and their importance. Leads-to-appointments may be the best for them to track right now, but they can add more to track. Keep them focused on lead generation as the singular goal!*

**Instructor:**  
*After students complete the exercise have several volunteers stand up and share what they are committing to.*

## Your Turn – Commit to Action

Now that you have looked at your goals and numbers, it's time to commit to action.

### Commit to Your Dreams and Goals

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Indicate below which actions you will be committed to after Ignite.

✓	Commitments
	I commit to continuing the Daily 10/4.
	I commit to practicing my scripts daily.
	I commit to holding open houses every week.
	I commit to putting all the people in my database into touch campaigns and following up with a phone call every quarter.
	I commit to going on ___ appointments every week.
	I commit to prequalifying buyers and getting a signed buyer representation agreement before showing homes.
	I commit to prequalifying sellers with a prelisting packet.
	I commit to pricing the listing to ensure a sale for my customers.
	I commit to managing all transactions to a successful close for both parties.
	I commit to customer service and creating a win-win for all parties involved. I commit to my 4-1-1 and having myself held accountable to it.
	I commit to coaching or some form of regular accountability.

## Commit to Growth Through Continual Learning and Improvements

Ignite is just a step in the continued journey towards success. You still have a lot of work to do. Committing to continuous learning and actions will keep you on the path for success.

Indicate below which actions you will be committed to after Ignite. Add additional actions you plan to take.

✓	Commitments
	I will read/reread <i>The Millionaire Real Estate Agent</i> .
	I will read/reread <i>The Millionaire Real Estate Investor</i> .
	I will read/reread <i>SHIFT: How Top Real Estate Agents Tackle Tough Times</i> .
	I will attend Family Reunion.
	I will attend Mega Camp.
	I will attend Ignite again.
	I will attend BOLD when it comes to my area.*
	I will take the technology training offered in my Market Center.

**Instructor:**  
*After students complete the exercise have several volunteers stand up and share what they are committing to.*

### Time 15 minutes

\* See BOLD flier on the following page. Ask your Team Leader when BOLD is coming to your area, and sign up! Visit <http://mapscoaching.kw.com/bold> to sign up.



Are you **FRUSTRATED** with your business?

# NOT REACHING YOUR POTENTIAL?

BREAK AWAY from limiting beliefs  
and move into prosperity with **BOLD**

**48,504**

GRADUATES

**559,706**

CONTRACTS

**12.94**

YTD AVG. CONTRACTS  
PER AGENT IN 7 WEEKS

Take the  
**FIRST STEP**  
to **BOLD FREE.**



**Event  
Calendar**

Visit the [MAPS Coaching](#) website for more information on BOLD or email the BOLD Client Care Team with any questions you may have at [bold@kw.com](mailto:bold@kw.com)

# Script Off

## Instructor:

*This is an optional activity based on time. Please don't skip other activities to do this one. Let the Cappers in Training try their hand at scripts one more time in class and have fun. Give the students the scenario or introduction and then have the students follow with the appropriate script.*

1. “Hello I’m new to real estate...”

*1. Hello, this is \_\_\_\_\_! Do you have a moment? I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.*

*With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.*

2. Download KW mobile app.

*2. I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?*

3. Ask for a referral.

*3. I'd like to ask —who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it. If you do hear of someone with a real estate need, will you keep me in mind?*

4. Have a FSBO agree to let you come see their house.

*4. Good morning, my name is \_\_\_\_\_ with Keller Williams Realty, and I noticed your home is for sale. As a real estate customer service expert, I like to keep up with the inventory in this area so I know what kind of buyers to bring. Would you be offended if I came over to view your home? I promise I won't ask you for your listing. The reason for my call is not to list your home. I would simply like to put the home on my For Sale by Owner inventory list. Would today at 3:00p.m. or tomorrow at 1:00p.m. be better for you?*

5. Seller objection – “We need an agent with more experience.”

*5. Keller Williams is different. I'm a partner with others in my office. We share in the profit of our office. When one makes money it benefits the rest of us, too. So I have lots of motivated agents and many years of experience working for you. Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let's move ahead now.*

6. Determine the list price with your sellers.

*6. Mr./Ms. Seller, the most important decision you will make is where you will price your property. Pricing your home at fair market value will attract more buyers. Attracting more buyers normally results in a higher purchase price. Overpricing your home results in a longer market time and possibly a lower price. Would you like to price your property to sell quickly, or will you price your property where it could take longer to sell? The choice is yours. What would you like to do?*

7. Pricing objection – “Can we price a little higher and come down later?”

*7. **Option 1:** Here's what frightens me about pricing higher. People who have seen many houses will find yours, but they won't look at it because of the price. We don't want to drive buyers away; we want to attract buyers. We want them to make offers. Does that make sense?  
**Option 2:** The greatest number of showings comes in the first three weeks. If they see the house is overpriced, they walk away and we don't get them back. Let's get one or more people to make an offer right away. If multiple buyers like your price, they might even compete and drive it higher. Wouldn't that be great?*

8. Working with buyers – “I don’t have time to come to the office; can’t you just meet me at the house?”

*8. Because your time is so valuable that’s exactly why we need to get together at the office. See, the 25 minutes we’re going to spend at the office is literally going to save you 5 to 10 hours of looking at houses. When we get together at the office, I’ll be able to pull up every property that matches your specific criteria, we’ll be able to view the photos and virtual tours in my office before taking your time to drive by them or even better than that, spending your gas to drive by them, so when is best time to come to the office, is it weekends or weekdays? We will also be able to see if there are any contingencies or other issues that will not be apparent by just doing a tour. If there is something that would eliminate the home, better to know upfront.*

9. Your buyer wants the seller to make nonessential repairs.

*9. I understand this is important to you. In my experience, repairing this item typically costs about \$700. While that’s not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 more and gave you the chance to match that offer in order to keep the house, wouldn’t you want to match that offer?*

10. Recommend that your client counteroffer.

*10. We look at any offer as a positive thing, initially. We always recommend a counteroffer instead of rejecting an offer. It may be that we can negotiate this up to where we need it to be. Let’s put together a solid counteroffer. We need to get it back to them quickly to keep things rolling and see if we can make this offer work.*





# Putting It All Together

1. **Action Plan**
2. **Recall and Remember**

## Action Plan

Action	Completed / Due Date
Attend training classes in your Market Center.	
Review and track your numbers.	
Install an accountability process and stick to it.	
Continue to meet with your accountability team and/or partner.	
Time block your calendar for action items.	
Continue to practice scripts and objection handlers.	
Continue with your Daily 10/4.	

*Your Journey Continues...*

**Instructor:**

# Recall and Remember

*Allow time for participants to complete this Recall sheet.*

What are your three most powerful aha's from Ignite?

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*Ask for their answers and comments and reinforce their aha's.*

*Ask how many contacts everyone added.*

How many contacts did you add to your database?

*If you were having a contest, now is a good time to congratulate the winner.*

What is your next big achievement?

*Ask about their big goals.*

# From Aha's to Achievement

## Instructor:

*This activity is more important than ever at the end of Ignite. Really explore what behaviors they've changed, and how their accountability has changed.*

## AHA'S

### Instructor:

*Have participants fill in their aha's individually, or brainstorm as a group.*

*What are your Aha's?*

## BEHAVIORS

### Instructor:

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: **Aha**—I need to practice my scripts.*

**Behavior Change**—find a script partner and schedule time.

*What behaviors do you intend to change?*

### Action:

## TOOLS

### Instructor:

*Tell: List out the tools you will use to achieve real behavior change.*

*Example: accountability tool, time blocking on calendar.*

*What tools will you use?*

## ACCOUNTABILITY

### Instructor:

*Tell: Evaluate what kind of accountability will sustain your behavior change.*

*Is this an accountability partner? Mentor? MyTracker? Be realistic. The best*

*accountability system is the one you will use.*

*What does accountability for this look like?*

## ACHIEVEMENT

### Instructor:

*Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?*

*What will you achieve?*

# Expand Your Learning

## Use Tools

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4-1-1 Action Goal Worksheet

Conversion Rate Calculations

My Goals

## KW Resources

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KW Technology Your First 100 Days

(<http://mykw.kw.com/kwintranet/getSiteCT.action?id=-1&sid=221>)

Your Productivity Coach, Team Leader, MCA, and members of the ALC

Your fellow Ignite graduates

[mykw.kw.com](http://mykw.kw.com)

## Connect on Social Media

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Keller Williams Facebook Page -

<https://www.facebook.com/KellerWilliamsRealty>

KW Blog - <http://blog.kw.com>

Inman - <http://www.inman.com>

Your Market Center's Facebook Page



# **Congratulations**

## **Keep it Going!**

You have completed Ignite with energy, enthusiasm, focus, and follow-through. Give yourself a big pat on the back. You now have the tools to go forward with action to build your business. You know where to go for answers whether in the office or online.

Please be part of growing your Market Center by attending team meetings, ALC meetings, committee meetings, and sharing what you have found at Keller Williams with other real estate agents that you do business with every day.

Your journey continues, follow the models, be learning-based, and follow your path to success!

*“The journey of a thousand miles begins with one step.”*

*Lao Tzu*

## Ignite Correction/Suggestion Log

Your Name: \_\_\_\_\_ Market Center: \_\_\_\_\_ Date: \_\_\_\_\_

Page #	Change

Scan and email any course corrections or changes to [kwuhelp@kw.com](mailto:kwuhelp@kw.com).

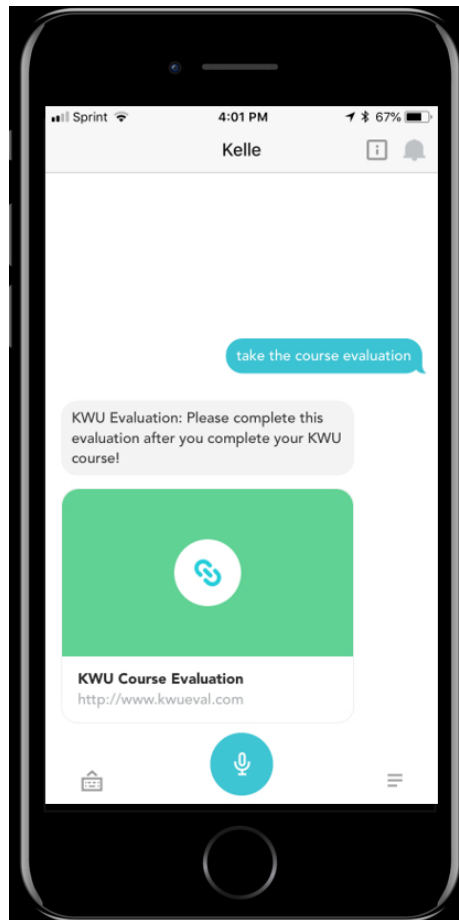
Or mail to:

Keller Williams University  
1221 South MoPac Expressway, Suite 400  
Austin, Texas 78746

# Thank you for attending this course!

## Please complete the evaluation.

1. Open Kelle.
2. Type or say, “Take the course evaluation”
3. Tap **the link**.
4. Select the Course and Instructor.
5. Share your feedback.



## THANK YOU!