

Rookie to Ninja in 1 Year

A Ninja Webinar with Larry Kendall and Jon Holsten

1. Jon Holsten – first calendar year production (2013)

- _____ Transactions
- _____ Gross Commission Income
- \$_____ Dollar Volume

2. Jon's Background – family and work history

3. Key Ninja Skill

- _____
- _____

4. Why real estate?

5. Business Philosophy: "I don't see myself in sales. I see myself in relationship."

6. Rebranding:

7. Auto-Flow

- _____
- _____
- _____
- _____
- Total: \$ _____

8. Auto-Flow:

- “We have to invest money to make money.”
- “We reap what we sow.”
- Overcoming “scarcity mindset”

9. “Ninjanomics”

- There are no _____.
- There are only _____.
- We expect a _____ on our investments.
- Invest in the _____ that give the biggest return on investment.

10. Personal Contact Flow:

- Face to face: _____ connections per week
- Telephone
 - _____ connections per day
 - _____ connections per day in summer
- Personal notes

11. Ninja Pattern – The telephone

“The telephone is the most amazing and productive electronic device ever invented.”

- Tony Hsieh, CEO, Zappos

12. Sources of Business/Types of Business

13. How has Ninja helped you?

14. Describe your typical day. (The Ninja Routine).

15. How do you maintain a positive mindset?

16. What was the biggest highlight for you in your first year?

17. What was your greatest challenge in your first year?

18. What advice do you have for Rookies?

19. Ninja Profile (What we look for):

- _____
- _____
- _____
- _____

20. Success Formula:

- _____
- _____
- _____

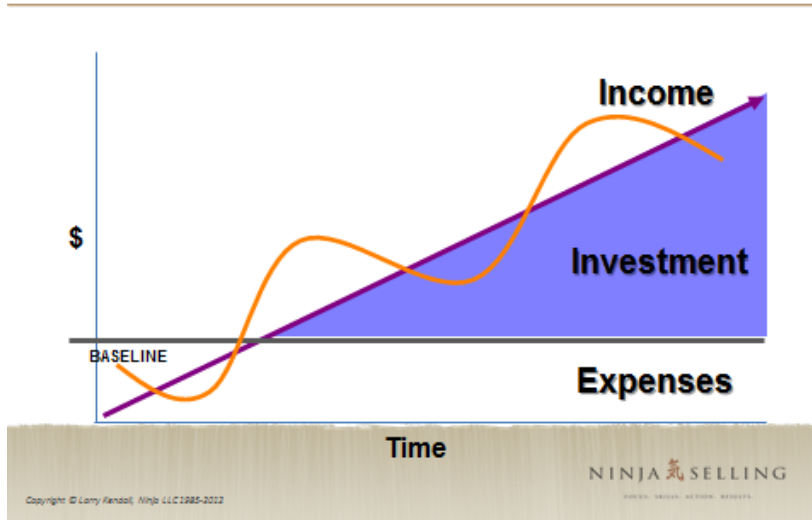
21. Goals for 2014:

22. Business plan for 2014

23. "Wake-Up Money"

24. Creating Wealth

Creating Wealth



25. The Swimsuit Lesson (swimsuitlesson.com)

26. "All in!"

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Jon Holsten
2014 Business Plan & Reality

Gross Commission -- \$335,000

55 Sides

35 Buyers

20 Listings

I will...

1. Work Ninja!!
2. Attend Ninja Installation in January
3. **TENACIOUS FOCUS**
 - A. Church Community
 - B. Friends and their Acquaintances
 - C. Fort Collins PD
4. Clean Contact List and Increase to 300 by December 31st
5. Discontinue Farming Entire Neighborhood
6. Re-Direct Farming Energy to Fort Collins PD
 - A. 50 Boomerangs per month to PD
 - B. First Time Homebuyer Seminar with Jack Taylor
 - C. Step up interaction with officers and management
 - D. Look for other ways in!
7. Continue with WayFM and bus bench advertising

21 Point Ninja Business Plan

- 1) Do you have a data base of names, addresses, phone #'s and F.O.R.D. information on your clients readily available? Are you talking to 50 per week?
- 2) Do you have a scheduled time each week/day when you communicate with your clients/friends? ("Hour of Power") Do you do this consistently? Do you meet with your clients once a year for a "review" of their real estate?
- 3) What are your systems for generating a continuous flow of buyers and sellers? Are you at the "cause" of what's happening or the "effect" of what's happening?
- 4) Do you have a Buyer Interview Sheet and "Buyer Packet" readily available?
- 5) Do you have a Pre-listing Interview form near your phone?
- 6) Have you mastered your "Ninja Selling" scripts for buyers, sellers, investors?
- 7) Do you know how to use the MLS/County Records to do an accurate CMA? Do you use the visual pricing tools (odds of selling, buying patterns, and price lines)?
- 8) Do you use a Listing Packet and a printed CMA presentation? Have you trained your assistant as to how you want these put together (order of pages, etc.) so they can be generated quickly and without "brain damage"?
- 9) Does your Listing Consultation:
 - a) Clearly shows the seller their odds of selling their home?
 - b) Shows them how to "position their home to sell" using "Value Positioning"?
 - c) Has a Marketing Plan that differentiates you from your competition?
 - d) Demonstrates how you add value to the seller? What is your "Wow!"?
 - e) Shows at least 5 things that you and your company do for the seller that your competitors don't? Do you dress up for the interview?
- 10) Do you know your "Sweet 16" listing questions? Are you prepared to answer the most common "objections to listing" and "pricing objections?"
- 11) Do you have pricing and staging videos readily available? (David Knox videos)
- 12) Do you have a marketing plan/checklist for your listings?

- 13) Do you have questions and visual aids to help shift a seller from a "price shopping" mindset to a "results shopping" mindset?
- 14) Have you mastered the 10-Step Buyer Process?
- 15) Do you have a system for coaching your builder? A marketing plan?
- 16) Do have "routines" that keep you in balance and "rituals" that help you perform at your best?
- 17) Do you have several Relocation Packages, Buyer Packages, and Listing Packages at your desk so they are easily accessible when you need them?
- 18) Do you have your most common letters "standardized" so you don't need to create an original every time you want to communicate with someone?
- 19) Do you know your product, your market and your competition? Do you know these better than your customers?
- 20) Is your financial house in order so you are not distracted? Do you have a set of books so you know if your business is profitable? Are your taxes paid? Do you have a "feel good" account? Do you have wealth creation on "automatic pilot" with your Business Manager? Do you have a Goal Contract?
- 21) Do you have Goals and an Activity Plan? Do you know where your business comes from specifically? Do you have a "Life List"? A mentor?