

Five Ways to Increase Your Income per Hour

A webinar with Larry Kendall

A. The goal of Ninja Selling is to help you increase your income per hour so you can have a life.

B. Your 3 Success Keys

- _____
- _____
- _____

C. The 3 things that keep you from success:

- _____
- _____
- _____

D. Top producing Ninjas look at time differently

- 168 hours. Time is the:
 - The great _____.
 - The _____ resource.
- It's not about managing time. It's about maximizing your _____.
- Two decisions you make:
 - _____ with your time.
 - _____ with your time.
 - _____ is easy.
 - _____ is hard.

- Volume accounts and shiny objects.
- “ _____ is a complete sentence.” - Jimmy D. (The Original Ninja)
- Warren Buffett: 1 out of 100 = 99 _____

“Be world class at a few things instead of mediocre at many.” – Robin Sharma

E. Five ways to increase your income per hour.

1. Increase your average sales price, your fee, or both.

2. Become a stronger listing Ninja.

3. Focus on people who know you.

4. Focus on the “Vital Few”.

“People don’t decide their futures. They decide their habits,
and their habits decide their futures.” – F.M. Alexander

- FLOW – Ninja 9
 1. Gratitudes/Affirmations – Daily
 2. Show up. Stay on YOUR agenda – Daily
 3. Write 2 personal notes – Daily
 4. Focus on your Hot List – Daily
 5. Focus on your Warm List – Daily
 6. Make your customer service calls – Weekly
 7. Schedule 2 real estate reviews – Weekly
 8. Have 50 live interviews – Weekly
 9. Update your data base – Weekly

- Just One Thing: _____

- Just One Thing #2: _____

- Your data base is your “central nervous system”

- P.I.E. Time
 - P = Productive Time (you, a customer, a contract)
 - I = Indirectly Productive Time (FLOW time; Ninja 9 time – generates P time.)
 - E = Everything else time

P & I time generally require a real estate license
E time can generally be accomplished by an assistant

5. “Overflow”

F. Your daily productivity plan (from Darren Hardy, Publisher of Success Magazine):

- _____
- _____
- _____
- _____
- _____

G. Your 3 biggest traps:

- _____
- _____
- _____

Realtor 7.0 Listing

1. Show up on time (shows respect and integrity)
2. Dress up – it's a job interview!
3. Give a pre-listing packet in advance
4. Provide market information - odds of selling by price & neighborhood
5. Provide written comparative market analysis & visual pricing tools
6. Provide written marketing plan
7. Position the seller in the strongest negotiating position possible:
 - a. Pre-Inspection and Home Warranty
 - b. Improvement location certificate (ILC)
 - c. Professional measurement and floor plan by appraiser
 - d. Septic inspection
 - e. Staging, carpet/paint program
 - f. Handyman service (make it easier)
8. Color brochure with professional photography
9. Additional marketing – Maximum Exposure Marketing flyer
10. Have the home "Parade Ready" before exposing to the market
 - a. Pre-inspection/Septic inspection and disclosures
 - b. Improvement location certificate (ILC)
 - c. Professional measurements and floor plan by appraiser
 - d. Pictures and complete information in MLS
 - e. Enhanced Realtor.com
 - f. Color brochure and brochure box
 - g. Counter display
 - h. Contract writing packet
 - i. Sign and lockbox
11. Managing transaction to make sure it is smooth – weekly communication
12. Create "Fabled Service" through use of "Wow!'s" at moments of truth

PIE Time

- P time** = Three ingredients: You, a customer, a contract.
- I time** = Time you invest creating P time. Flow activities.
- E time** = Everything else.

Gather your data at the end of EACH day.....enter it in this format

Date	Total Hours Worked	“I” Hours	“P” Hours
Totals:			