



27 CLICHES FOR CASH IN REAL ESTATE!

Presented by Michael Houston

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I'M HONORED TO BE YOUR
PRESENTER TODAY!

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PURPOSE

The most impactful real estate lessons often time come in bite-sized messages. Participants will learn 27 memorable cliches that, when employed, will help you break the ceiling to your next level of generating more cash in your real estate business.



MINDSET

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MINDSET

1. EXPECT TO WIN! PREPARE TO
WIN! PLAY TO WIN!



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MINDSET

2. VALUE YOUR VALUE!



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MINDSET

3. IF YOU CAN DO IT ONCE, YOU
CAN DO IT A THOUSAND TIMES!





WORK ETHIC

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WORK ETHIC

4. GOOD THINGS COME TO THOSE WHO WAIT, BUT ONLY WHAT'S LEFT AFTER THOSE WHO HUSTLE!



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WORK ETHIC

5. IGNORANCE ON FIRE IS BETTER
THAN INTELLIGENCE ON ICE!



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WORK ETHIC

6. YOU CAN'T MAKE EXCUSES AND
MAKE MONEY AT THE SAME TIME!



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WORK ETHIC

7. IF YOU LOVE WHAT YOU DO AND
YOUR WORK IS YOUR PLAY, YOU'LL
NEVER WORK A DAY IN YOUR LIFE!





RELATIONSHIPS

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RELATIONSHIPS

8. THE REVENUE IS IN THE
RELATIONSHIPS, AND THE FORTUNE
IS IN THE FOLLOW-UP!



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RELATIONSHIPS

9. GIVERS GAIN – THE HARVEST IS
ALWAYS BIGGER THAN THE SEED!



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RELATIONSHIPS

10. IT'S BETTER TO BE LOVED THAN
BE NEEDED!



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RELATIONSHIPS

11. FIRST SEEK TO UNDERSTAND,
THEN BE UNDERSTOOD!





BRANDING, MARKETING & BUSINESS DEVELOPMENT

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BRANDING, MARKETING & BUSINESS DEVELOPMENT

12. ABB – ALWAYS BE BRANDING!



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BRANDING, MARKETING & BUSINESS DEVELOPMENT

13. YOU'RE ALWAYS ON AN
INTERVIEW!



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BRANDING, MARKETING & BUSINESS DEVELOPMENT

14. YOU ATTRACT WHAT YOU
PROMOTE!



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BRANDING, MARKETING & BUSINESS DEVELOPMENT

15. IT'S NOT ABOUT REAL ESTATE,
BUT IT'S ALL ABOUT REAL ESTATE!





CUSTOMER SERVICE

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CUSTOMER SERVICE

16. PEOPLE DON'T CARE HOW
MUCH YOU KNOW UNTIL THEY
KNOW HOW MUCH YOU CARE!



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CUSTOMER SERVICE

17. BE THE C'S – BE CARING,
COMPETENT AND CONFIDENT!



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CUSTOMER SERVICE

18. GIVE THEM WOW – WAY OVER
WHAT THEY EXPECTED!





SYSTEMS & ACTIVITY MANAGEMENT

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SYSTEMS & ACTIVITY MANAGEMENT

19. SYSTEMS – SAVES YOU STRESS,
TIME, ENERGY AND MONEY!



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SYSTEMS & ACTIVITY MANAGEMENT

20. DUPLICATE, THEN INNOVATE!



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SYSTEMS & ACTIVITY MANAGEMENT

21. DOCUMENTATION BEATS ALL
CONVERSATION!



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SYSTEMS & ACTIVITY MANAGEMENT

22. WHEN YOUR PRIORITIES ARE
CLEAR YOUR DECISIONS ARE EASY!





EDUCATION & TRAINING

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EDUCATION & TRAINING

23. LEARNERS ARE EARNERS!



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EDUCATION & TRAINING

24. NOTETAKERS ARE MONEY
MAKERS!



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EDUCATION & TRAINING

25. YOUR OFF-SEASON MAKES YOU
AWESOME!





TEAMWORK

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TEAMWORK

26. ALONE YOU CAN GO QUICK,
TOGETHER YOU CAN GO FAR!

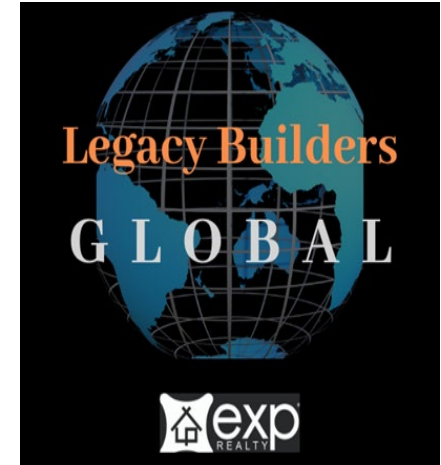
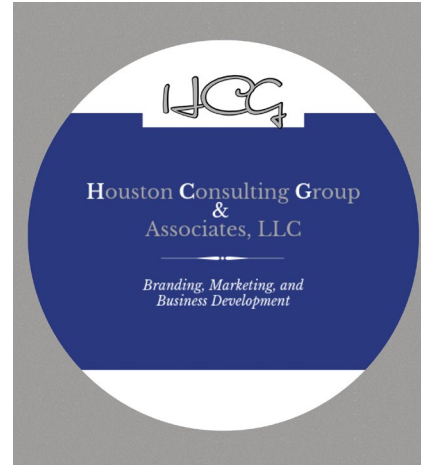


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TEAMWORK

27. TEAMWORK MAKES THE DREAM
WORK!





THANK YOU!

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