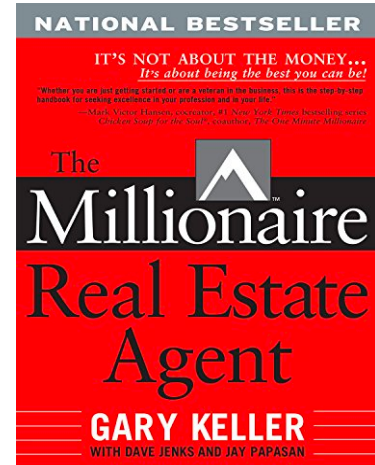


# The Millionaire Real Estate Agent

Book Club



## Welcome!

This MREA book club will help agents strengthen their skills and understanding of *The Millionaire Real Estate Agent* in a mastermind-type environment. Segmented into six sessions for topic discussion, this guide will help you master the core concepts from the book, dive deep into the models, and help foster discussion.

Each session has an accompanying slide deck, suggested topics, and discussion questions to help amplify the impact to your business.

You can find additional resources at [KellerINK.com/resources](https://www.kellerink.com/resources). You can also find recordings of the MREA Book Club held in Winter 2024 on Connect.

### SCHEDULE

TOPICS	READING
Session #1: Creativity v. Models <ul style="list-style-type: none"> <li>• The Foundational Model</li> <li>• The Three L's</li> <li>• Achievement Ceilings</li> <li>• The Six Myth Understandings</li> </ul>	PP. 21-64, 119-128
Session #2: Know Your Numbers <ul style="list-style-type: none"> <li>• Appointments</li> <li>• Conversion rates</li> <li>• Cost of Sales</li> <li>• Operating Expenses</li> <li>• 30-30-40 Rule</li> </ul>	PP. 128-132, 152-158, 172-185, 192-195

<p>Session #3: The Lead Generation and Database Models</p> <ul style="list-style-type: none"> <li>• Mind share</li> <li>• Allied Resources</li> <li>• Prospecting and marketing</li> <li>• The Four Laws of Lead Generation</li> </ul>	<p>PP. 133-152, 185-192</p>
<p>Session #4: The Organizational Model</p> <ul style="list-style-type: none"> <li>• Accountability</li> <li>• R/T/C/K</li> <li>• Compensation packages</li> <li>• The 7th Level</li> <li>• The Two D's: business and leadership</li> </ul>	<p>PP. 158-172, 196-216</p>
<p>Session #5: Working On v. In Your Business</p> <ul style="list-style-type: none"> <li>• 16 Issues In Between Earn a Million and Net a Million</li> <li>• Standards</li> <li>• 80:20, or The Pareto Principle</li> <li>• Dollars per hour</li> <li>• MVBP</li> </ul>	<p>PP. 217-286</p>
<p>Session #6: Building Your 20-Lane Highway</p> <ul style="list-style-type: none"> <li>• The Nine Ways a Millionaire Thinks</li> <li>• The Eight Goal Categories</li> <li>• Time blocking</li> <li>• The Millionaire Real Estate Energy Plan</li> <li>• The Big Why</li> <li>• Profiles of MREAs</li> </ul>	<p>PP. 65-118, 287-347</p>