

# *The Millionaire Real Estate Agent*

## Book Club

### Session #5: Working On v. In Your Business

**P. 217-286**

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#### Discussion Guide:

- Host shares Aha's from the previous session.
- From the reading, emphasize and discuss:
  - The highlight of this session is likely to be "4. Weighing Your Options." Encourage discussion about lead generation techniques with which different members have enjoyed success. Invite ideas but, as the facilitator, try to always ask the hard questions: Are you measuring your success? Does this really work consistently? How can you make it automatic? Can it be systematized?
  - Remind everyone of why listings are so important. It is easier to manage our time with listings, we can do more each month, and they allow for many marketing opportunities.
  - Standards and accountability—documenting what you expect is a great way to keep your standards present and shared in your business. The model on p. 244 is worth its weight in gold. When Gary Keller originally created the Systems Manual for a real estate office, he followed this model.
  - Focus is intertwined with achievement in an absolute sense. The question is how to keep it.
  - 80:20, or the Pareto Principle
  - Dollars per hour: Very few people put a value on their time. When agents get caught up doing things outside their 20 percent focus, their dollars per hour go way down. How can we get leverage to do the most dollar-productive activities and keep our focus where it belongs?
  - MVBVP

## Questions to Ask:

1. What myths prevail around passive income? Did you enter the real estate industry with any ideas or misconceptions about passive income?
2. How have the tasks you leverage out changed over your years in the industry?
3. Which activities have you found to be the most profitable for your time? How and when did you discover which activities were most efficient?
4. Did you have an MVVBP before you hired anyone, or did you allow your employees to help form it alongside you?
5. How did you discover what does and doesn't work for you when it comes to marketing and prospecting? How long did it take you to decide to quit a particular method that wasn't working?