

Rookie Real Estate Agent



LAUNCH A
LIMITLESS CAREER
THAT LASTS



J A Y P A P A S A N

Glossary



5 x 5 Habits: The five core habits (lead generation, role play, database, finances & budgeting, education & training) and their frequencies (daily, weekly, monthly, quarterly, annual).

5 x 5 CMA Plan: A competitive market analysis plan that focuses on finding five houses on the market that are comps, and five recently sold or pending properties that are comps for a listing.

36 Touch Plan: A touch plan that uses thirty-six touches, or outreach attempts, over the course of a year. It consists of: Quarterly Call (4 Touches); Personal Cards & Notes (4 Touches); 4 x Events or Giveaways (12 Touches); a Monthly Newsletter (12 touches).

A Client: a qualified client that is closest to doing business with you. They are ready, willing, and able to buy or sell a home.

Ability: The financial capacity to buy or sell a property.

Accountability: Asking others to help you stay responsible for your actions, goals, or promises. When you seek accountability, you're inviting someone to check in on you, remind you of what you are committed to, and encourage you to keep going, even if things get tough.

Affordability: How hard it is to financially afford a property. Affordability is calculated by looking at the cost of buying a median property (price) with the median salary (income) at the current mortgage interest rate.

Agreement: When a prospect becomes a client; when they sign a contract that states you will be their exclusive representative.

Appointment: A buyer or seller consultation.

Appraisal: A professional evaluation of the market value of a property.

Automation: A process of making a self-running system or process, without human labor, using technology.

B Client: A client that might be ready and willing, but they aren't financially able to buy or sell right now.

Balanced Market: A real estate market where supply and demand are pretty equal; it has about 4 to 6 months of inventory.

Big Why: Your core motivator for doing what you do. Your professional and personal purpose.

Broker Open House: A private open house where the attendees are real estate professionals who view the property before sharing with their clients.

Brokerage: A firm or company that employs real estate agents who help clients buy, sell, or rent properties. The brokerage acts as an intermediary between buyers and sellers, facilitating transactions and ensuring that all legal and procedural requirements are met. Real estate brokers, who are licensed professionals, manage the brokerage and oversee the activities of the agents.

Budget Model: A financial planning tool that outlines the specific budget categories to should track and the percentage of gross revenue needed to achieve your net income goals.

Bundling: A pricing strategy where an agent takes the value you provide and the outcomes they achieve and charge a set fee, percentage or combination of the two for those services.

Business Expenses: The costs to generate leads and run a business, such as categories like lead generation, technology, supplies, and auto/insurance.

Pipeline: The system or process used to track and manage current and potential transactions. It encompasses all stages of a deal, from the initial contact with a lead to the closing of a sale.

Buyer Consultation: An appointment where the agent and buyer go through the agent's core services around helping them find and purchase a house and then sign an exclusive agreement.

Buyer Guide: A document that educates the buyer and shows an agent's credibility.

Buyers' Market: A real estate market where seller supply exceeds demand. There are more houses available to purchase than there are people able to buy them.

Buyer Representation Agreement: An agreement signed by a buyer and their agents that states any home purchased will be bought with the help of that agent for an agreed-upon period of time.

Call to Action (CTA): A model for database building (cultivation), maintenance (tending), and scaling (automation).

C Client: A client with no immediate need to purchase or sell a home.

Campaign: A strategic, short-term touch plan focused on a single idea, event, or goal.

Circle Prospecting: A lead generation tactic involving contacting homeowners within a determined distance, like a mile radius, from a listing in a TCPA-compliant way.

Closing Date: The day when a property officially changes hands from the seller to the buyer.

Commission: A fee paid to an agent or participating party for their role in a transaction or overall service.

Condition: The physical state and overall quality of a property.

Contact: A lead that has given you permission to participate in a two-way relationship.

Contingency: A condition or clause included in a purchase agreement that must be met for the transaction to proceed.

Conversation Framework: A way to learn how to have conversations about topics that may come up frequently by practicing approaches to optimize and customize your response.

Conversion: The process of turning a lead or prospect into a client or a closed transaction. It involves moving potential buyers or sellers through various stages until they commit to working with an agent and ultimately complete a real estate transaction.

Conversion Rate: The percentage of leads or prospects that successfully move through the sales funnel to become clients or closed transactions.

Conveyance: The legal process of transferring ownership or interest in a property from one party to another.

Cost of Sale (COS): The actual costs of capturing and converting leads to sales.

Customer Relationship Management (CRM): A CRM system is a tool that helps agents manage and analyze interactions with current and potential clients.

Cultivation: Generating leads by reaching out to people in specific, effective ways.

Database: A system for collecting, storing, and managing information about current and potential clients. It serves as a central repository for all contact information, communication history, and transaction details, enabling real estate agents to systematically convert leads into clients and maintain relationships with existing clients.

Days on Market (DOM): The number of days a listing stays on the market.

Dial the Database Twice (DTD2): A framework for staying in touch with a database by calling (in a TCPA-compliant way) leads based on two letters of the alphabet each week.

Directionals: A type of sign used to guide potential buyers to a property that is for sale or to an open house event.

Door Knocking: A lead generation tactic where an agent visits homes in a specific neighborhood with the goal to introduce themselves, provide information about their services, and identify homeowners who may be interested in buying or selling real estate.

Down Payment: A percentage of the purchasing price of a property that a buyer must pay out of pocket.

Drip Campaign: A long-term touch plan designed to turn unmet leads into contacts.

Due Diligence Period: The period of a transaction where the property inspection, title verification, and other actions take place to evaluate a property before closing day.

Earnest Money: A deposit made by a buyer to demonstrate their serious intent to purchase a property. It acts as a financial commitment that shows the seller the buyer is earnest about completing the transaction.

Economic Model: A framework that helps real estate agents understand and manage their finances. It outlines the relationship between various activities and the specific financial outcomes they produce.

Family, Occupation, Recreation, Dreams (FORD): A conversation framework used to qualify leads and determine client wants and needs by going through the foundation things in a person's life: family, occupation, recreation, and dreams.

Fair Housing Act (FHA): A law that prohibits housing discrimination based on race, gender, sex, disability, familial status, national origin, and more.

Feel, Felt, Found: A conversation framework where first the agent lets the client know that the agent knows how they feel about a challenge, then explains how other clients may have felt that way, but ends with showing the client what the agent has found when presented with the right perspective or solution.

Fiduciary: A professional who acts with the client's best interests front-of-mind, rather than their personal profit.

Fixed-Mindset: When individuals believe that their abilities and intelligence are static and unchangeable.

Great Recession: An economic downturn that began in late 2007 and lasted until 2009.

Gross Commission Income (GCI): The total income generated on closed real estate transactions.

Growth-Mindset: When individuals believe that abilities and intelligence can be developed through dedication, hard work, and learning.

Haven't Met: People you don't know or haven't met yet.

Inventory: The amount of property available in a market.

Lead: A person who might want your services, whose contact info you have, but someone with whom you haven't yet had a real estate conversation that positions you as their potential agent.

Lead Generation Stack: A mix of activities used to market and prospect a business.

Lead Magnet: A marketing tool used to attract potential clients by offering something of value in exchange for their contact information

Limiting Belief: A thought or conviction that restricts a person's potential by creating a false sense of limitation or inadequacy.

Listing: A property that is available for sale.

Location, Price, Motivation, Agent, Mortgage, and Appointment (LPMAMA): A conversation framework that helps qualify leads by going through six different aspects of someone purchasing a home.

Marketing: The process of attracting customers to your business through passive actions, like advertising.

Market Shift: Whenever the supply and demand in a market shifts, transitioning either from a period of greater or lesser inventory amounts and faster or slower pace of sales to its opposite.

Met: People you know or have already met.

Metropolitan Statistical Area (MSA): A geographical region with a relatively high population density at its core and close economic ties throughout the area.

Mindset: The way of thinking or feeling that shapes how we make sense of the world and ourselves.

Months Supply of Inventory: A formula used to see the relationship between inventory available and demand. To find, take the homes available at the end of the month and divide by total home sales from that month.

Multiple Listing Service (MLS): A private service for real estate professionals. An MLS is an organization that offers cooperation and compensation among brokers.

MythUnderstanding: A falsehood that we've been taught is true.

Net Income: The amount of money from a transaction left after accounting for expenses and cost of sale; take home pay.

Nurtures: Prospective clients who aren't interested in buying or selling today, but do have a timeline in mind.

Objection: A concern that a buyer or seller has that may signal doubt or hesitation about moving forward.

Open House: An event where a listing agent shows a property they are representing to potential buyers.

Possession Date: Also known as an occupancy date, this is the day that the buyer can officially move into their new home.

Purge: Removing people from a database who haven't engaged with the business.

Pre-Listing Packet: A collection of materials provided to a potential seller before a listing presentation.

Pricing: The process of determining the appropriate asking price for a property that is being put on the market.

Prospecting: A proactive process of seeking out potential clients with immediate action, like door knocking.

Provision: A specific clause or condition included in a contract or agreement.

Quarterly Call: A lead generation tactic where an agent calls a person in their database each quarter of the year, maintaining a relationship with that person.

Qualification: The process of confirming that a potential client is ready, willing, and able to purchase a home.

Readiness: The personal motives that potential client has which indicate they are ready to buy or sell in the short-term.

Referral: when someone recommends your business to meet another's real estate needs.

Role Play: A practice technique of partnering up with another person to run through different conversations, situations, and outcomes in order to be prepared should they happen.

Rule of Four: A law that states that the majority of your lead generation results will come from four sources or less.

Sales Pipeline: The way contacts, leads, and clients move through different stages of doing business with an agent.

Segmenting: The practice of organizing a database into smaller groups or segments, based on shared characteristics.

Seller Consultation: An appointment where the agent and seller go through the agent's core services around listings and then sign an exclusive agreement.

Seller's Disclosure: a written statement of the owners' knowledge of the property's current condition.

Sellers' Market: A real estate market where demand exceeds supply. There are more people wanting to buy homes than available inventory.

Seller's Net Sheet: A document that lists what is subtracted from the amount offered by a potential buyer so that the seller can see how much money they gain from the transaction.

Sphere of Influence (SOI): Your existing network of personal connections, often the beginning of your database.

Strategy Session: A consultation approach where the agent is both discussing and educating the client about the transaction ahead.

Tags: labels you add to contacts that allow you to sort them into different buckets.

TCPA/DNC: The Telephone Consumer Protection Act (TCPA) and the Do Not Call list (DNC) are laws and designations that vary by state and let you know whether it is legal to contact a lead by phone without their explicit consent.

Tending: The way you keep the stored information in your database accurate and up to date.

Terms: Legal parts of a contract that denote what actions can be taken around certain financial or time-based circumstances and are common points of negotiation.

The Today Trap: When we solely focus on immediate “today” business and do not create a database that naturally develops a business pipeline to grow our “tomorrow” business.

Time Blocking: A method to create a schedule around what is important to you by blocking out time dedicated to what you want to accomplish.

Today Business: Business in your pipeline that includes transactions you can close in the immediate future.

Tomorrow Business: Business in your pipeline that includes potential transactions further in the future that you can close through consistent nurturing.

Touch: A point of communication—one-way or two-way—between you and a lead or contact.

Touch Plans: Systematic and automated touches based on potential client’s needs and the value you can offer them.

Unbundling: A pricing strategy when an agent separates their services and charges an amount or percentage for each one.

Value Proposition: Your unique approach to business that offers services particular to you, solves specific problems, and communicates this clearly to potential clients.

Vendor: A professional you work with or recommend your buyer or seller work with such as contractors, inspectors, stagers, photographers, etc.

Willingness: How urgent someone is to make a decision in the current market.

Wants and Needs Analysis: A form for buyers to fill out that provides a clear view of their current living situation, life circumstances, and all of the things they are looking for in a home.

Win-Win: A deal that is a two-way street of goals being met, where both sides of the transaction feel satisfied with the outcome.