

SHIFT Book Club Session 1

TACTIC #1: Get Real, Get Right — Mindset and Action
(p. xxiii-28)



Questions to Ask

1. Am I approaching this shift from an attitude of victimhood or accountability?
2. What shifts in my mindset do I need to make in order to ensure my business's continued survival?
3. What evidence am I seeing of the shift based on average days on market and listing price versus pending prices?
4. Based on previewing homes each day, what price points in my market are seeing the most sales activity? Has there been any recent change?