

# **On Track to Success in 30 Days System for Experienced Agents**

Revisiting and Focusing Your Purpose and Job Description for Effective Time Management	1
The Absolute Right Career ‘Moves’ for You to Build Your Career to the Next Level	2
Skills to Manage Your Attitude So You Can Achieve at Maximum	3
Successfully Managing Time and Activities	4
Revving Up Your Market: Building a Business for Life (and five unexpected, untapped sources of business)	5
Analyzing Your Listing Strengths and Challenges to Get Every Listing Sold	6
Analyzing Your Selling Strengths and Challenges with Buyers to Double Your Sales	7
Training and Planning (also on your document CD)	8
Tune-Ups and 4-week Plan (also on your document CD)	9
Resources to Build Your Business	10
Your 4-week Regeneration Plan	Part II

# On Track to Success in 30 Days System for Experienced Agents



---

Carla Cross Seminars, Inc. • 1070 Idylwood Dr. S.W. • Issaquah, WA 98027 • (425) 392-6914  
Fax (425) 392-6414 • VM 1-800-296-2599 • email: [carla@carlacross.com](mailto:carla@carlacross.com) • [www.carlacross.com](http://www.carlacross.com)

**Published by**



1070 Idylwood Dr. S.W.  
Issaquah, WA 98027  
425/392-6914  
[www.carlacross.com](http://www.carlacross.com)

Copyright © 2008  
Carla Cross Seminars, Inc.  
2<sup>nd</sup> Edition

Reproduction or duplication of this document is prohibited without  
written permission from Carla Cross Seminars, Inc.



---

Carla Cross Seminars, Inc. • 1070 Idylwood Dr. S.W. • Issaquah, WA 98027 • (425) 392-6914  
Fax (425) 392-6414 • VM 1-800-296-2599 • email: [carla@carlacross.com](mailto:carla@carlacross.com) • [www.carlacross.com](http://www.carlacross.com)

# Table of Contents

Audio CD	Topic	Section	Page
	<b>Preface</b>		
	<b>Acknowledgments</b>		
	<b>Your Author</b>		
	<b>PART I Breaking Through Your Career Barriers</b>		
CD 1 Cut 1	Revisiting and Focusing Your Purpose and Job Description for Effective Time Management	1	21
CD 1 Cut 2	The Absolute Right Career 'Moves' for You to Build Your Career to the Next Level	2	38
CD 1 Cut 3	Skills to Manage Your Attitude So You Achieve at Maximum	3	69
CD 1 Cut 4	Successfully Managing Time and Activities	4	98
CD 2 Cut 1	Revving up Your Marketing: Building a Business for Life (and five unexpected, untapped sources of business)	5	133
CD 2 Cut 2	Analyzing Your Listing Strengths and Challenges to Get Every Listing Sold	6	179
CD 2 Cut 3	Analyzing Your Selling Strengths and Challenges with Buyers to Double Your Sales	7	211
CD 2 Cut 4	Training and Planning (also on your document CD)	8	248
	Tune-Ups and 4-week Plan (also on your document CD)	9	274
	Resources to Build Your Business	10	294



**PART II    Your 4-week Regeneration Plan**

**302**

	Introduction
CD 3 Cut 1	Week 1
CD 3 Cut 2	Week 2
CD 3 Cut 3	Week 3
CD 3 Cut 4	Week 4



# About the CDs

There are 3 *audio* CDs and 1 '*document*' CD in your resource. The audio CDs' content are listed both in the Table of Contents and in your outline, in the top right corner of each page. On these audio CDs, Carla Cross coaches you to success.

Please note that the '*document*' CD contains PDFs, word documents, and Excel spreadsheets. *This CD is not audio.* There are no DVDs in this resource.

## Coordinating the document CDs to the Text



When you see this symbol, you will know that document is on your document CD.

## How to Use the Documents on your Document CD

First, make a folder on your computer and name it something like "On Track documents". When you are through completing each document, you will be saving it in this folder, with each document saved using its own name as a file.

Now, simply place the document CD in your computer. Open it to the document you want to complete. So you won't lose your work, save the document using "save as" (by going up to the left hand side of your word document, where you see "file" and choosing "save as" on the file menu). Save your document using the name of the document, and save it to your new folder, "On Track".

Now, put your cursor in the 'blanks' and fill them in. Keep saving to your new file as you go. When you are finished with the documents, you will have completed your On Track program, and will have it in an appropriate folder.



# Contents of the Audio CDs

See the Table of Contents for the detailed subsection description of each of the sections in On Track.

▪ CD 1 (Audio)			
<b>PART I:</b> Analyzing Your Business Strengths	CD 1	Cut1	Section 1
Your Coach's Advice for Better Business	CD 1	Cut 2	Section 2
	CD 1	Cut 3	Section 3
	CD 1	Cut 4	Section 4
▪ CD 2 (Audio)			
<b>PART I</b> Analyzing More Business Strengths	CD 2	Cut 1	Section 5
Your Coach's Advice for Better Business	CD 2	Cut 2	Section 6
Role Plays of Sale Skills	CD 2	Cut 3	Section 7
	CD 2	Cut 4	Section 8
▪ CD 3 (Audio)			
<b>PART II</b> 30 Day Re-Generation Plan	CD 3	Cut 1	Week 1
Your Coach Walks You Through the Plan	CD 3	Cut 2	Week 2
	CD 3	Cut 3	Week 3
	CD 3	Cut 4	Week 4



# Contents of the Document CD

## CD 4

- Use these documents as training resources for your 30-day Regeneration Plan. In each of your weeks, you will be using the documents with a \* beside them.

A Script for Calling on People You Know

A Script for Cold Calling

A Script for Converting the FSBO

The Expired Listing Script

The Circle Prospecting Script

**EXHIBIT 5.8** Mallory's Letter to Get Leads From Agents

Internet Reply Note

Quick Seller Qualifier

\***EXHIBIT 6.4** Seller Interview/Qualifying Process

\***EXHIBIT 6.5** Marketable Listing Evaluator

Quick Buyer Qualifier

\***EXHIBIT 7.2** Buyers' Information Questionnaire

\***EXHIBIT 7.3** Buyer's Potential Evaluator

\*Your Marketing Plan

**EXHIBIT 5.5** After Sale Survey

**EXHIBIT 5.7** Survey to Sellers You Do Not List

**EXHIBIT 5.9** Survey to Cooperating Agents

**EXHIBIT 4.7** Yearly Goals Translated into Monthly Goals and Activities

\*Your Tune-Up for Section One

\*Your Tune-Up for Section Two

\*Your Tune-Up for Section Three

\*Your Tune-Up for Section Four

\*Your Tune-Up for Section Five

\*Your Tune-Up for Section Six

\*Your Tune-Up for Section Seven

\*Excel spreadsheet Form A: Your "30 Days to More Dollars" Prioritized Lead Generating Plan

\*Excel spreadsheet Form B: Monthly Activities Scoreboard - the Results of Your Lead Generation

\***EXHIBIT 1.4** Your Weekly Plan

\*Your 30 Day Re-Generation Plan and Accomplishments for Week One

\*Your 30 Day Re-Generation Plan and Accomplishments for Week Two

\*Your 30 Day Re-Generation Plan and Accomplishments for Week Three

\*Your 30 Day Re-Generation Plan and Accomplishments for Week Four

\* Self-Analysis and Review of Progress



# Preface

This resource was written to help experienced agents 'see' their businesses from a different perspective—and to provide the tools to do something about what they found. To do that, I've used specific analytical processes, and followed these tools with a 30-day re-generation plan. I don't think there is any other resource like this available. It's the way a \$20,000 consultant would work with you on your business.

## **Created 'In Real Life' and Proven to Get Results**

I didn't just create this method of removing career barriers by sitting in my seminar office. This resource was created 'where the rubber meets the road'—in real estate offices! I actually created it step by step, while a manager, as I searched for the most effective tools I could find—or make—to help the agents in my real estate offices identify barriers to their successes, and grasp strategies to not only remove those barriers, but excel. Armed with these tools, I could help my agents get what they wanted—more successful careers with less time and dollars spent. (My office became #1 out of 19 offices of the top-performing company in Washington, and I had more agents in the top 10% of this 500-agent company in residential sales than any other office—and more agents in the top 10% their first year).

## **Cutting the Time it Takes to Find Areas of Concern**

I started using these tools, and kept creating more of them. Why? Because it takes literally thousands of hours to consult 'verbally'. No business consultant attempts to identify business challenges without their analytical tools. Yet, most agents and managers attempt to do all this verbally. It doesn't work very well. The proof is in the results. The majority of agents don't prosper just with a few tips or a motivational seminar! They need specific, written, targeted tools—the tools here.

## **The Insights and Comments in this Resource**

These strategies come from my two and a half decades of coaching and managing agents. But, in addition, I looked to experts in the field nationally for their insights. My thanks to:

Caroline Ruhl Beason, CRB, Sheila Bell, CRB, CRS, GRI, Anne Bradley McCaughey, Julie Davis, CRB, GRI, Amy Dedoyard, Laura Duggan, CRB, CRS, Rick Franz, Chris Heagerty, Lee Henderson, Jim McGuffin, Heidi Medina, Chris Cross, and Nada Sundermeyer, CRS, GRI.

You will see their observations, insights, and advice throughout. To get their insights, I asked these experts to complete a series of questions. You see their answers in the body of this resource. When you read these insights, you see patterns. These are the barriers that are addressed here. Using this resource will help you stop the confusion, get focused, get a plan of action and get into action with the *highest confidence in yourself* you can imagine.



# Acknowledgements

## Thank you.....

First, to the many professionals whose quotes are in this resource. You gave me such valuable endorsement of the principles here, and I know you have positively influenced the lives of many Realtors!

Next, to the professionals who produced On Track to Success in 30 Days System for Experienced Agents:

- To Denise Barrett, who did all the documents (and did them so well!) and some of the formatting here. Denise manages our administrative duties.
- To Laurel Petite, who did almost all of the clean, clear formatting on On Track. What a talent—and a delight to work with!
- To Karen Madison, who generally keep us all in product effortlessly with her wonderful work in assembling our products and resources
- AudioVisions recording studio, run by my patient, understanding, and funny husband, Dick Cross
- Progressive Printing—and Greg Smith, who gets the job done on time—and well.
- Tim Villeneuve—graphic artist, who creates our covers, binders, and CD labels. Tim is a joy to work with, and gives us our 'look' effortlessly.

It may look simple when it is done, but there are a myriad of details that go into producing a resource like this. I appreciate all the work, interest, and support. We hope you find it useful to help your determined agents move their careers to the next level – resulting in your increased profits!

*Carla Cross*



# About Carla Cross, CRB, MA

From her two and one-half decades as a high-achieving real estate practitioner, Carla Cross has built a reputation as *the* contemporary authority on creating exceptional productivity and profits from people. She's been called "outspoken", "creative", "practical", and most often, "real world". Since 1987, Cross has shared her systems for peak productivity in her presentations to thousands of real estate professionals. Her coaching company, Carla Cross Coaching, helps real estate professionals attain to their potentials.

Increasing your results: Invite Carla to speak to your organization or association to reinforce the principles, tools, and strategies in this resource. You'll find her a polished, practical presenter who holds people's attention with humor, skill, and obvious credibility.

## An Acknowledged Productivity Expert

Carla has appeared on CNN, MSNBC, dozens of radio programs, and has written hundreds of articles for newspapers, newsletters, and real estate magazines. She has also been featured as a real estate expert in *Cosmopolitan!* (no, not the cover!)

- She has been a presenter at the last 16 National Association of Realtor® Conventions
- She has appeared on CNN and CNBC, as well as dozens of radio programs
- She has been published over 200 times in major real estate magazines and newsletters
- Carla is a National Association of Realtors National Realtor® Educator of the Year
- She is a Washington State Realtor® Educator of the Year
- She is a former master level CRB instructor, instructor of the Certified Real Estate Broker designation; author of several CRB Managers' Courses, including the business planning course
- Many of Carla's products are endorsed as best of their kind by the Council of Real Estate Brokerage Managers (CRB Council)
- Many of Carla's products are endorsed as best of their kind by the Council of Residential Specialists (CRS)
- Writer: four sales and management training workshop comprehensive programs for large real estate franchises in the United States and abroad.



## Popular Real Estate Author

The author of 6 internationally published real estate books, Carla is the creator of these popular programs for agents and managers, systems to increase productivity and profits:

**Your Blueprint for Selecting Winners**, a complete selection guide with interview packet

**Become Tomorrow's Mega-Agent Today**, must-have book for recruits/managers – and would-be agents

**Up and *RUNNING* in 30 Days**, 3<sup>rd</sup> edition, a business-producing plan for new agents

**Managers: Putting Up and *RUNNING* to Work**, 3<sup>rd</sup> edition, the manager's coaching companion to Up/Run

**The Business Planning System for the Real Estate Professional**, 2<sup>nd</sup> edition, the complete 'how to' plan for real estate agents

**On Track to Success in 30 Days System for Experienced Agents**, 2<sup>nd</sup> edition, for the experienced agent to re-vitalize business

**Managers: Putting On the Track to Success to Work**, the manager's coaching companion

**Advantage 2.0**, the proven in-office results-based new-agent high accountability training program—complete with detailed facilitator and student guide

**Business Planning for the Real Estate Owner, Manager, and Team Builder**, 3<sup>rd</sup> edition, the how-to guide for leadership to plan effectively

**The Complete Presenter/Trainer's Handbook**, for anyone who wants to train effectively

**Your Client-Based Marketing System**, everything agents need to manage the seller's experience from first meeting to after closing; includes PowerPoint presentation

**Your Professional Portfolio**, build the YOU to promote that shows people they can trust you

**The Complete Recruiter**, the whole system and process to build a great recruiting strategy

**Your Complete Buyer's Agent Toolkit**, 'list' buyers like you list sellers/complete system; includes PowerPoint presentation

**The Managers' New Agent Development System**, the complete 5 step program to develop new producing agents - fast

**Objection Busters**, flash cards and a CD with role plays of answers to the common objections; 3 series, one for buyers, one for sellers, and one for recruiters



# About This Resource

## Who This System is For

This system is for experienced agents. If you have been in the business over a year—and even over 30 years, you will benefit from this system if:

1. Your business has suffered in the last few months
2. You are in a 'shifted' market and the strategies you used in the past are not working anymore
3. You are finding it difficult to break through your 'ceiling of achievement'
4. You do not know how to get to that next level of business
5. You need to re-vitalize your career—and regain your motivation and inspiration

There is nothing more frustrating than grasping for achievement—and not reaching it. This is especially true if you experienced great success earlier in your career! As a musical performer, I know that feeling. So, I have written this guide to provide you explicit, easy-to-follow re-generation principles. I've included not only the best real estate practices. I've also included *performance principles*. (After all, real estate is a performance art, isn't it?) The insights on how to perform at a high level come from my several decades as a musical performer and teacher and from my exceptional teachers and coaches. I have learned how to create success habits—and how to re-discover them when my performance starts suffering.

## A Proven Approach

Through almost 2 decades of management, I found I needed the analytical tools and regeneration plan I am sharing with you here to help experienced agents in my offices through the five career barriers I listed above. I developed each of these analytical tools through trial and error. I found I could help each agent much faster if I had ready-to-use tools, instead of trying to analyze verbally every aspect of an agent's business. This took way too long and did not give me the best answers. Along with the tools, though, I needed a solid, straightforward rejuvenation plan to help each agent get back on track and see better results quickly.

The result of combining these analytical tools and 30-day plan is the system you are reviewing now. It works, and it has been proven to work dozens of times in my real estate offices—and now internationally.



# Two Parts to this System: Analytical Tools and Regeneration Plan

## Analytical Tools

Before you can decide on a plan of action, you must figure out where you are—and how you got there. As a manager for many years, it was my job to help experienced agents analyze their business strengths and challenges, and then design an aggressively re-generation program to get them what they wanted—more business with less hours and less expense.

In this system, you will have the opportunity to apply dozens of analytical tools to your particular business. Just using these tools will provide you exceptional insight into your business. This is what a great coach does with you—provides methods to help you see your own situation, and then helps you plot a roadmap to success. So, in a sense, using this system gives you an “inner coach”.

## Your Timeframe to Use this Resource

To change your business, you need to get into action—fast. So, take only 1 week to go through sections 1-7. Now, armed with an analysis of your strengths and challenges, you're ready to dive into the plan.

## Tackling the Work in Sections 1-7

I have given you work assignments in each section pertinent to that particular subject so you can refine your business and move to the next level with ease. This work allows you to see specific barriers—and strengths you may not know you have!

You have 2 choices in how to do the work:

1. You can do the work in each section as you read that section
2. You can do the work you believe pertinent to your situation during your 4-week plan implementation



**Choosing the work important to you:** Since you are an experienced agent, you will find certain aspects of this work more important to you than others. So, I have put a list of this work prior in the sections which have your 4-week regeneration plan. Before you start the plan, divide the analytical work into 4 weeks so you 'assign' yourself that work each week. Each week, check off those items which you think are appropriate and important for you to finish that week. That way, you are creating a very customized plan of action, targeted to your needs, challenges, and goals.



**Manager's Tip:** Help each agent zero in on areas of concern by choosing career-changing actions, including dates to accomplish these actions. Choose from the Tune-Ups at the end of each section.

## Your 30-Day Regeneration Plan

It is not enough to merely analyze your strengths and challenges. You need an aggressive, straightforward, focused plan to change the results of your business—and changes those results *fast*. So, I have provided you a solid, simple 30-day plan to immediately put to work.

You will have regular lead generating activities to complete each week to jump-start your career. You will have regular business-producing goals listed each week, to form solid, career-lasting sales habits (interviews showings, listing appointments).

Finally, you will have 'results' goals – sales and listings sold as a result of your business-producing plan. You will learn to think like a top producer.

## Organization of this Resource

For ease of use, I have divided your resource into two major parts:

- Part I: Sections 1-7 which help you analyze each part of your business  
Sections 8-10, which consist of resources, scripts, processes and forms
- Part II: Each week of the 4-week regeneration plan. All of the Tune-Ups are listed in the beginning of Part II, so you can check off the ones you want to work on, and put dates to accomplish. Now. You're ready to get into action!



# The Details: Part I

Each of the first 7 sections addresses an aspect of your business. These first 7 sections provide the analytical tools and advice you need to break through your performance barriers and form better sales habits. We start with the big picture and move into specifics, such as listing and selling practices:

- **Section One:** Revisiting and Focusing your Purpose and Job Description for Effective Time Management
- **Section Two:** The Absolute Right Career 'Moves' for You to Build your Career to the Next Level
- **Section Three:** Skills to Manage your Attitude so You Achieve at Maximum
- **Section Four:** Successfully Managing Time and Activities
- **Section Five:** Revving up your Marketing: Building a Business for Life (and five unexpected, untapped sources of business)
- **Section Six:** Analyzing your Listing Strengths and Challenges to Get Every Listing Sold
- **Section Seven:** Analyzing your Selling Strengths and Challenges with Buyer To Double your Sales
- **Section Eight:** Training, Scripts and Letters (also on your document CD)
- **Section Nine:** Tune-Ups and 4-week Planning Pages (also on your document CD)
- **Section Ten:** Resources to Build Your Business



# Part II

There are four sections in Part II. Each of the sections is one week of your 4-week regeneration plan. I have included the prioritized activity checklists so you form new and long-lasting success habits.

## New in This Edition

I have updated many aspects of the original On Track resource. I have included technology in this edition, although this resource certainly isn't just about technology! I've also added



**Big Ideas**—cogent, 2-3 sentences which summarize important points in this resource, so you can capture these big ideas quickly—and retain them to form better success habits. When you see this symbol you will know there's an important idea to capture and keep.



**Skills resource** - I have not just told you what to do; I have shown you how to do it. See the Resources section at the back of this manual for the 'how tos'.



**Audio CDs**—I have given you additional information, as well as role playing several of the dialogues I have mentioned or written here. When you see the symbol of the CD in the body of the copy, you will know there is corresponding information or role play for you on the audio CDs.

**More analytical tools**—I have added dozens of new analytical tools for you to use to pinpoint your business habits, to make changes easier and more effective for you



**Document CD**—many of your sales forms, including Excel spreadsheets, are included in this new 'document CD', so you can customize your business and track your successes in the 30 Day Plan (great for managers to coach agents, too). You will see this symbol at the top of the page with the heading for the page.

**Separate sections for each of the 4 weeks** in the regeneration plan—so you could easily 'attack' each of the four weeks with confidence and clarity—and a checklist for each week



## Support for Managers

Throughout this resource, I have provided 'manager's tips'—helpful strategies to managers on how to use the resources in this system. Look for the



## Companion Coaching Guide for Managers

Providing the focused support agents need in more challenging markets is one of a manager's most valuable services. So, I have written a 'coaching companion' to this resource: **Managers: Putting On Track to Success to Work**. In it, I explain to managers exactly how to use this resource as a coaching tool for experienced agents. On Track and the coaching companion are offered together on my website, [www.carlacross.com](http://www.carlacross.com).



## Other Experts Offer Their Advice to You

Much of this book is dedicated to helping you through your own self-analysis (becoming your 'inner coach). In addition, throughout this book, you will be seeing quotes from very successful agents, managers, and owners. I asked thirty 'pros' around the United States to give me their observations on why agents succeed, why they fail, how managers can assist success, and some tips from these very successful practitioners for your success. If others have traveled it earlier for success, it makes sense to include these observations in your ideal 'roadmap', too.

## Sometimes Our Destination Isn't What We Planned

**Developing our roadmaps.** In my two + decades of real estate practice, I have been asked to help thousands of agents dissatisfied with their career results. I have found a major problem is that the agent does not know exactly what is wrong about his career. He only knows that the career is not bringing him the income he expected. With this recognition, many agents make the same mistake. They jump from a feeling of dissatisfaction with their career to immediate and ever-changing conclusions. They run from seminar to seminar, getting more information. Then, they try 'a little of this', a 'little of that', running themselves around in circles--with no appreciable differences in the results.

You do not want to get into this syndrome of circles! So, the first step in creating real estate success is to find out how we're creating the business we have today. I will call this "developing a clear roadmap". Then, we can compare our present roadmap to a roadmap for success.

If I were driving from Seattle to Spokane (which is an eastward drive for me), I would have to use a Seattle-to-Spokane roadmap. I could not get to Spokane by using a Seattle-to-Everett map (Everett is due north of Seattle). When I lay both roadmaps side by side, I can see why I can not use the Seattle-to-Everett roadmap to get to Spokane. For us to get insights into our behavior, let's develop two of our personal roadmaps:

Where we have been and how we got there  
Where we want to go and how to get there



## The 'Smartness' of Using Standardized Roadmaps

When appropriate, we will use 'standardized roadmaps', those behaviors of successful agents that show us an ideal--something to shoot for. I did this as a music student, majoring in piano performance. In college, as part of my preparing for a performance of a classical piano composition, I would go to the music library and check out as many performances of that piece as I could. I would study the different interpretations. All of these performances, of course, were by virtuosos. Although I liked some interpretations better than others, they all helped me create a 'sound picture' of how I wanted that piece to sound when I played it.

My job, as a performer, was to make my performance 'mirror' the performance on the record. In music performance as in real estate performance, it is very helpful to see, hear, and feel what good performance is like. Sometimes, we think we have it, and we do not. (The test for whether we have it in real estate is in the results, as it is in piano performance). I found, as a musical performer, that I could get to great performance faster when I knew exactly what I was after. It is the same in real estate. So, when we can see, hear, and feel success--we can replicate it in our own style for greater success.

## From Analysis to Action to Motivation and Inspiration

This program is all about getting you from where you are now to greater success. Then, the success itself becomes self-motivating. The greatest motivator to *sell a house* is to sell a house. Of course. And, it is not just the selling the house that motivates us. It is all the wonderful accolades that come our way when we do a great job--at anything. This program is about *how to get to the point* where success breeds success.

## Personally-Driven Motivation

To reach that success-motivating-success cycle, there is hard work. I call it *personally driven motivation*--a person is so tough, so committed, so tenacious, that he can carve out successes in the midst of failure. That is great. That is the ability to hold your dream of real estate success in the midst of *lack of success*. Analyzing exactly how you are creating your business today for the results you are getting. Setting into place a program that is different--a program you know will bring you the rewards you want. That is the reason for this program--to provide you the tools you need to harness your *personally driven motivation*.

