

Use Your Genius as a Superpower in Real Estate

with Addie Owens, CRS

THE GOLD STANDARD

CRS Week 2023





USE YOUR GENIUS AS A SUPERPOWER IN REAL ESTATE



Failure rate of real estate agents

87% within the first 5 years

Top Causes of Failure in First 5 Years

- Unrealistic expectations of a career in Real Estate
- Inadequately prepared for the financial investment
- Unwilling to learn the complexities of the business



Long term success in real estate substantially increases after year 11



Top Cause of Failure in After 11 Years

Burnout



Performance Expectations of a Real Estate Agent

Tasks and Micro-Tasks



- Business Owner
- Chief Executive Officer
- Chief Marketing Officer
- Chief Finance Officer
- Chief Technology Officer
- Chief Strategy Officer
- Sales Team
- Event Planner
- Administrator
- Janitor
- Volunteer Leader



17% of agents have an assistant



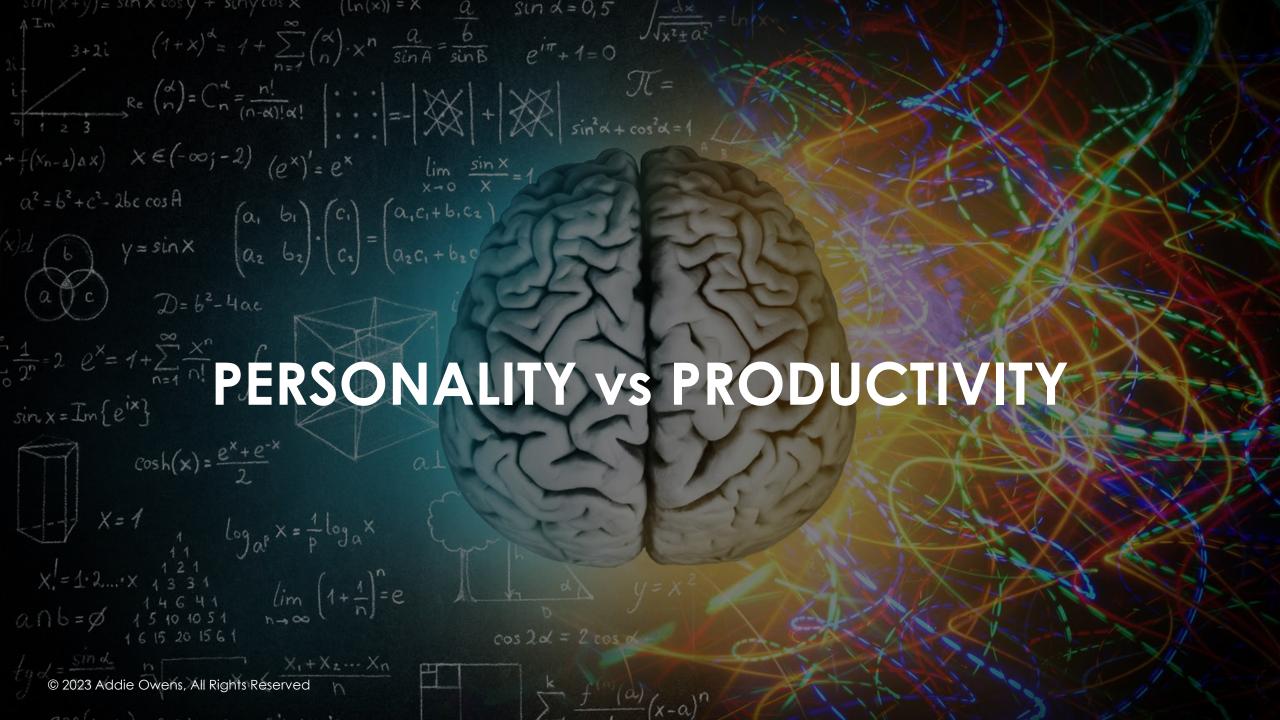






It's NOT your job to do it all.

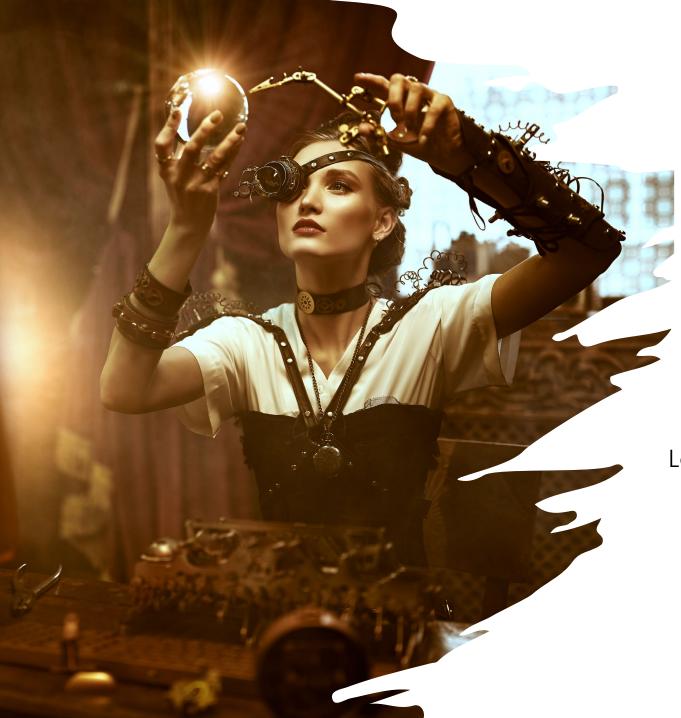
It's your JOB to make sure it gets done.



WONDER

Love to speculate and question Love to sit in ambiguity and imagine possibilities Identify the need for improvement or change





INVENTION

Love come up with new ideas Love to innovate from scratch Love to solve problems or generate new ideas





Love generate enthusiasm and action They love to get things moving

They love to get people together working
They are great at inspiring to rally around an idea



ENABLEMENT

Respond to the rallying call of the Galvanizer They provide and often anticipate help needed

> They know how and when to help They adapt and flex to what is needed

> > People oriented Love to help realize a vision



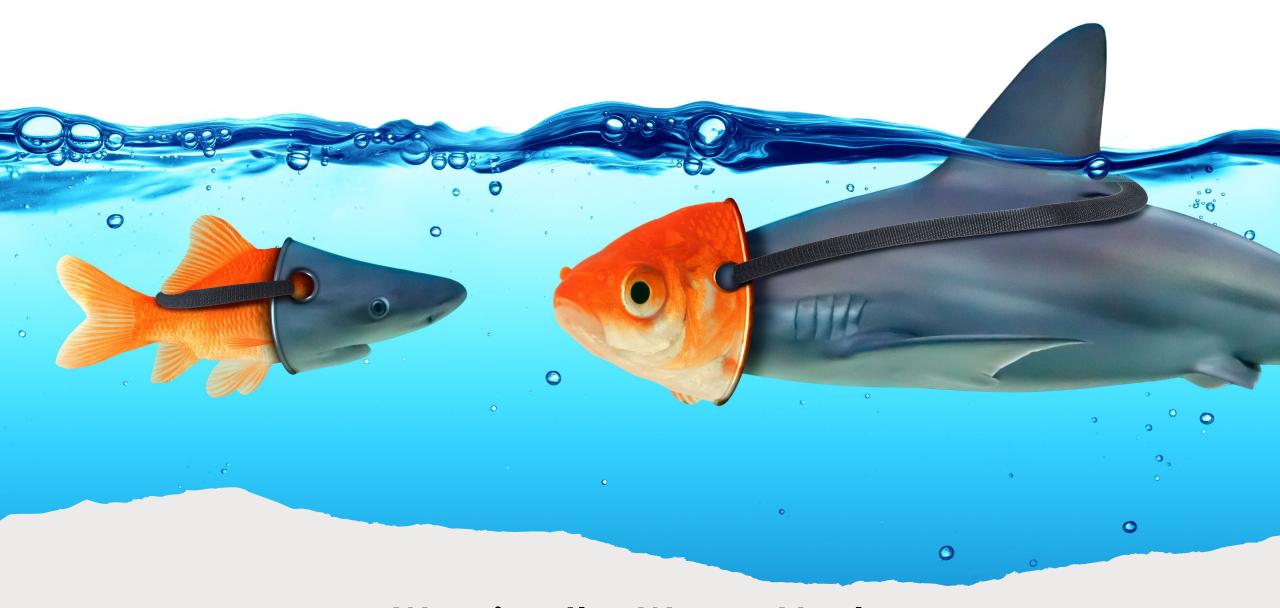
TENACITY

Derive joy from finishing projects
They love a check list
They are results oriented

Love to see solutions completed to the agreed standards



17% of agents have an assistant



Wearing the Wrong Mask:

Danger in mastering competencies and frustrations



Guilt

Harshly Judging Self

Guilt

- I must have a bad attitude
- I'm not smart enough
- I make poor decisions



Judgment

Fundamental Attribution Error: Grace for yourself, Judgement for others



Judgment

- They just don't care
- They aren't smart enough
- They don't work hard enough
- They should be fired





Three Stages of Work







IDEATION

Wonder Invention



ACTIVATION

Discernment Galvanizing



IMPLEMENTATION

Enablement Tenacity





ACTIVATION

The most common missing phase of work





In Real Estate

LISTING Example

- Ask "How can we best market this property?"
- Strategize best ways to market, prepare plan
- Stress test the marketing plan
- Generate excitement about property
- Contract property to buyer
- Close the sale

THE DARK SIDE OF GENIUS

Missing or Misused

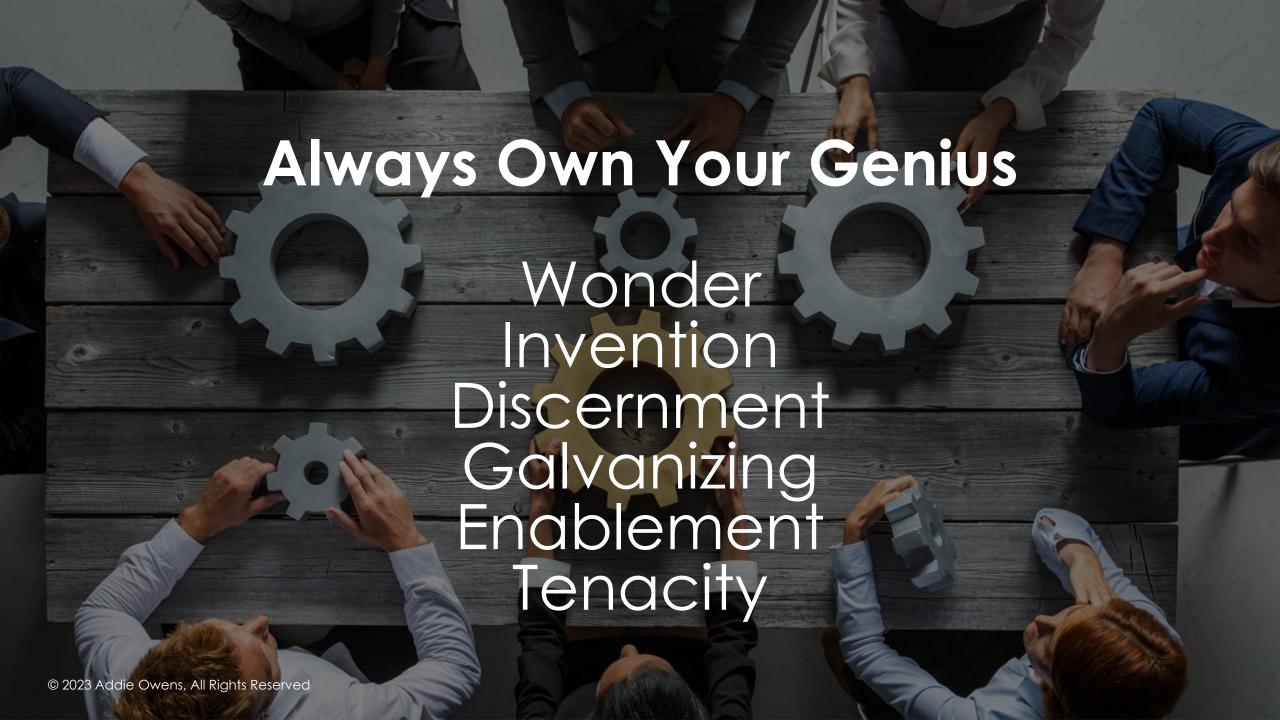




Self Awareness Regulating Genius



"The most important word in art is proportion."
-Jerry Seinfeld





We tend to make every meeting, conversation, and interaction conform to our geniuses.

This can disrupt meetings and productive flow of work.

For this reason, we need to understand when and how to regulate our geniuses.



CONSIDERATIONS FOR REGULATING GENIUSES:

- 1. Where are you in the Three Stages of Work?
- 2. Are your geniuses called for at this stage?
- 3. Announce that you are tapping into your genius.
- 4. Are you avoiding your other duties?



80% of your potential customers will call your competitor before leaving you a voicemail.





- > Fractional executives
- > Virtual assistants
- > Part time remote support





Right Bus

Right People

Right Seats

Doing the Right Things

At the Right Time



The Team

Inez, Lisa, Carl, Francisco, Ashley





Teams

- ✓ Built
- ✓ Delivered

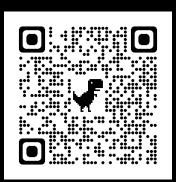


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It's your JOB to make sure it all gets done.



WORKING GENIUS ASSESSMENT





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September 21 – How to Analyze Investment Property







Gonzalo Mejia, CRS

- September 25 Avoiding Top Agent Costly Errors with Michael Huxtable/Real Grader FREE to ALL
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<u>Webinar Calendar</u> http://bit.ly/rrcwebinarcalendar

Pricing is ParamountOctober 8, 2023 – Snowmass Village, CO

5 Steps to Success in Any Market
October 8, 2023 – Snowmass Village, CO

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- 4. Click on My Education

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Go to CRS.com, Education, Education Catalog, Classroom Courses



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