





MINDSET AND CONSISTENCY

Presented by Edward Guiardinu





INTRODUCTION



noun. a habitual or characteristic mental attitude that determines how you will interpret and respond to situations. synonyms: mentality, mind-set, outlook. type of: attitude, mental attitude. a complex mental state involving beliefs and feelings and values and dispositions to act in certain ways.

adjective. acting or done in the same way over time. unchanging in nature, standard, or effect over time.



BACKGROUND

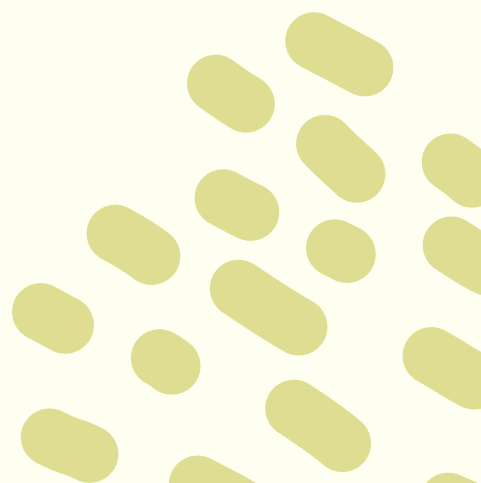


About me

17 years sales experience
Retail background
Luxury sales

Broker Associate

Will celebrate 3 years in
July with my license
Top Producer and Consistent
Performer
Farm area Coconut Grove



OBJECTIVES



Life just like real estate is 10% what happens and 90% how you react

Top producers are not better or smarter they are just consistent. Samuel Goldwyn "The harder I work the luckier I get"



How the day should go:

Set out to Prospect or call leads at a set time everyday

1

2

Hold yourself accountable and monitor progress i.e. appointments set and listings signed.

Work on existing contracts, listings, and clients

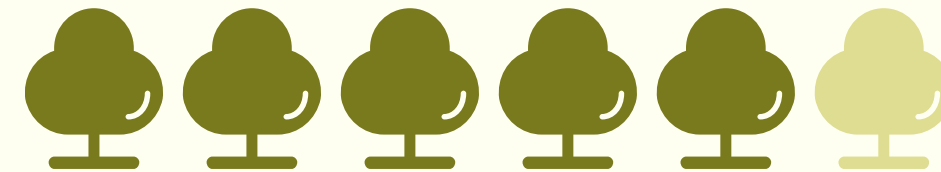
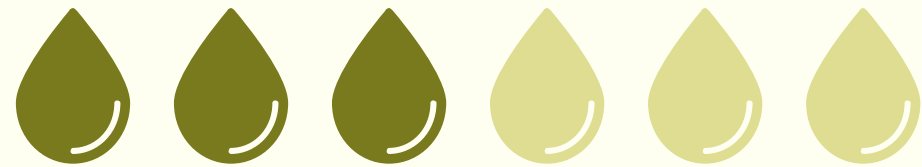
3

4

Personal time, gym, family, faith, fun etc.



HOW THE DAY UNFOLDS



Reactive

Putting out fires
Deals imploding
Properties cancelling

Unproductive

Not nurturing new business
Not planning ahead for the next
90 days


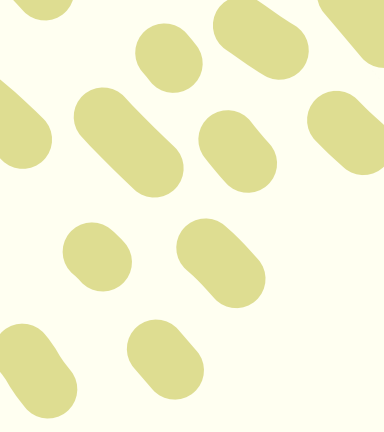





MINDSET



Daily rituals



Gym
Meditation
Daily reminders positive affirmations
Faith
Reading



Truths

Real estate closings happen everyday
There is plenty of business out there for everyone
All deals under contract have a 70% to 80% close rate



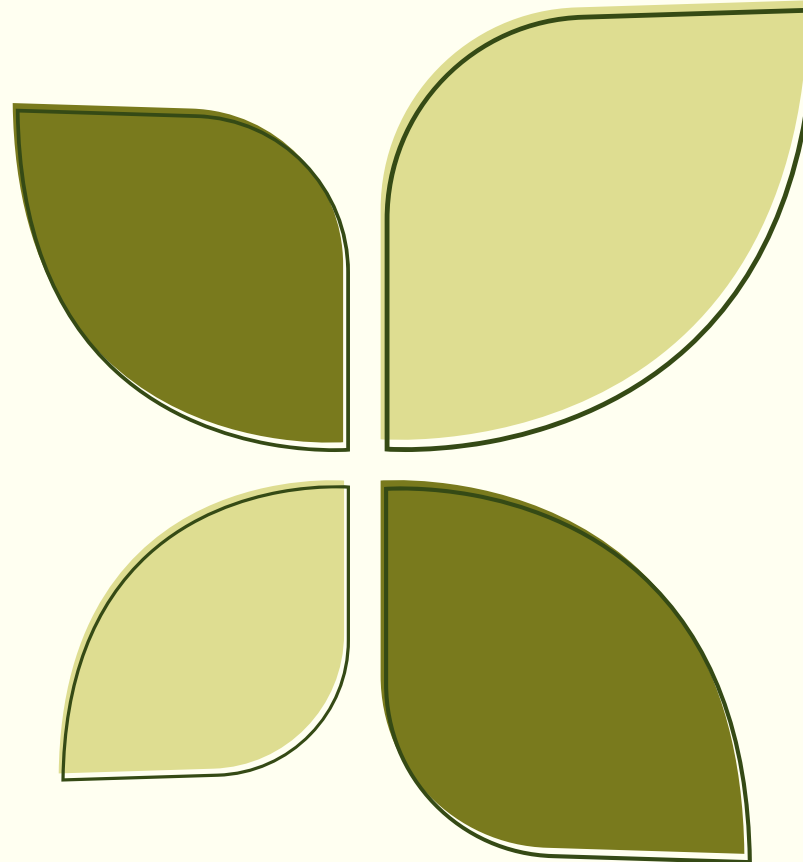
Consistency

STAY ORGANIZED

Compartmentalize your day
Mornings are for winners

PIVOT

You can have a bad day
5 second funerals




BE STRATEGIC

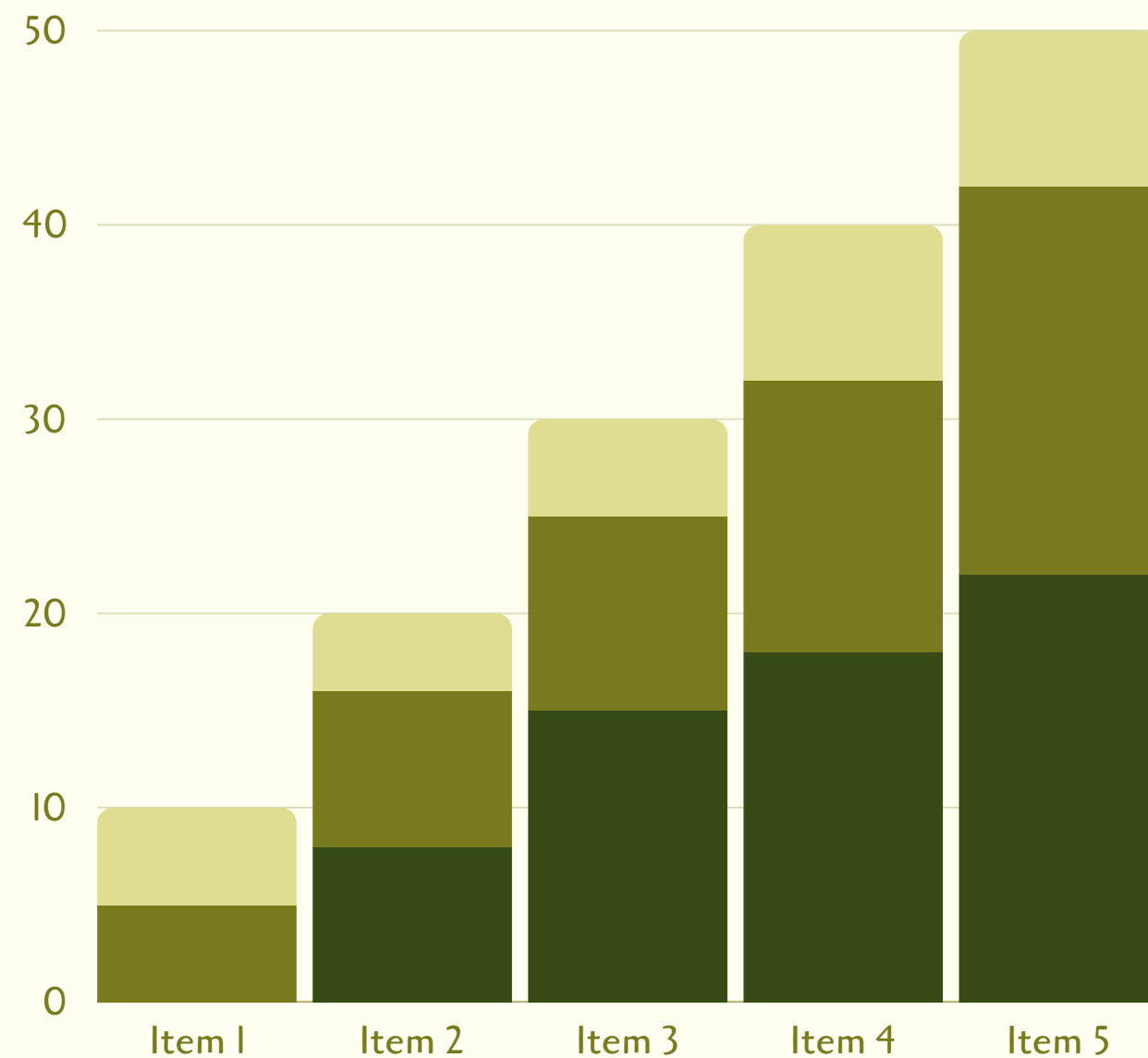
Regardless of what happens
prioritize what needs to be
done.

BE ACTIONABLE

The more conversations you
have about real estate means
more opportunities means you
are less tied to outcomes.



RESULTS



Watch your pipeline grow!!!!


- Baby steps make calls or door knock 1 hour a day
- Start small 3 days a week
- 66 days to form a habit
- What do you like? What can you do better?
- Reward success...breaks in between travel gifts, etc






CONCLUSION

Mindset



Be kind to yourself
Failure is the greatest teacher
Be in a state of gratitude

Consistency



66 days to form a habit
5 second funerals
You are allowed to have a bad
day

RECOMMENDATION



Rich Dad Poor Dad
Millionaire real estate agent
Think and Grow Rich
You Tube real estate

Find a mentor
Ricky Carruth
Bethenny Frankel

THANK
YOU

