

# Are You Running Your Business As A Business?

**NO YES**

		Do you have a database of names, addresses, phone #'s and other information on your clients readily available at your desk?
		Do you have a scheduled time each week/day when you communicate with your clients/friends? ("Hour of Power") Do you do this consistently?
		Do you meet with your clients once a year for a "review" of their real estate?
		Do you have a system for generating a continuous flow of buyers and sellers?
		Are you the "Cause" of what's happening or the "effect" of what's happening?
		Do you have a Buyer Interview Sheet and "Buyer Packet" readily available?
		Do you have a Prelisting Interview Form near your phone?
		Do you have an up to date Prelisting Book and do you use it?
		Do you know how to use the MLS/County Records to do an accurate CMA?
		Do you use a bound CMA Presentation? Have you trained someone as to how you want this put together (order of pages, etc.) so it can be generated quickly and without "Brain Damage"?
		Do you have a powerful Listing Presentation that:
		Clearly shows them their odds of selling their home?
		Shows them how to "price their home to sell"?
		Differentiates you from the competition?
		Demonstrates how you add value to the seller?
		Shows at least 5 things that you or your company do for the seller that your competition doesn't do?
		Are you prepared to answer the 5 most common "objections to listing"?
		Are you prepared with facts, dialogs, visual aids, stories, and research?
		Do you have pricing and staging videos?
		Do you have a marketing plan/checklist for your listings?
		Do you have a "Great Opening" that enrolls the seller/buyer, makes them like you, has a bonding statement/question and a value statement?
		Do you have dialogs and visual aids to help shift a seller from a "price shopping" mindset to a "results shopping" mindset?
		Do you have a system for coaching your builder? A marketing plan?



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Continued...

		Do you have "routines" that keep you in balance and "rituals" that help you perform at your best?
		Do you have your most common letters "standardized" or do you create an original every time you want to communicate with someone?
		Do you know your product, your market and your competition? Do you know these better than your customers?
		Is your financial house in order so you are not distracted?
		Do you have a set of books so you know if your business is profitable?
		Are your taxes paid?
		Do you have a "feel good" account?
		Do you have wealth creation on "automatic pilot"?
		Do you have Goals and a Business Plan?
		Do you know where your business comes from specifically?
		Do you have a plan to build a business based on customer satisfaction & referrals?
		Do you have a Career Plan
		A "Goddard List"?
		Do you have a Personal Computer?
		Do you have a Personal Website?
		Do you know your Income Per Hour?

