

# 12 RULES

OF REAL ESTATE SUCCESS

BY NAMIR GEORGE



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Over the last 30 years, I have had the honor to teach and train **TENS OF THOUSANDS** of real estate professionals. **Being able to do what I love on a daily basis and to see thousands of my students prosper because of my teachings is truly a blessing (there's no better feeling).**

Along the way, I've learned some **POWERFUL** life and business lessons. And, believe me, it hasn't all been easy! The best lessons I've learned have been gathered from my experience in the industry, countless books, students, family, and friends. These lessons are essential, and I want to share them with you through my **12 Rules of Real Estate Success.**

Take some time to read these and more importantly, **apply them.** It's my hope that when you're done reading, you take the time to share your favorite rules with those that may need an extra push in their lives. Anyway, here are the rules... enjoy!



## #1 KNOW WHERE YOU'RE GOING

There's an old saying: "the whole wide world will step aside to let anyone go through, only if he knew where he was going".

**Great agents have a crystal clear picture of where they're going in life.** Their wants, desires, and goals are written down on a special list, which is then used as their driving force. This list of dreams is **read aloud once or twice daily** until it becomes so deeply ingrained into the conscious mind, that the subconscious takes over.

When you put your plan in writing, your subconscious directs your activities into actions that coincide with your desires. Write your list, **repeat it daily**, and pay close attention to how it will improve your quality of life.



## #2 THIRST FOR KNOWLEDGE

Regardless of how successful you become, your thirst for knowledge, training and coaching should be an ongoing quest. Even those who are considered by many to be successful, still seek valuable insight and industry secrets from the best in the game.

**The worst thing you can do is become comfortable with what you already know;** that type of thinking is poisonous. There is *always* something to be learned.



## #3 EXPAND YOUR MASTERMIND

Great agents surround themselves by groups of like-minded people. It's important to be around professionals who are passionate, driven, and carry an exceptional work ethic.

**Work on crafting a solid group of professionals to work with:** business associates, assistants, legal counsel, accountants, bankers, mortgagors, title companies, inspectors, etc.

**“Surround yourself with only people who are going to lift you higher.”**


**Oprah Winfrey**



## #4 GET INVOLVED



## IN THE COMMUNITY



The best real estate agents are involved in a wide variety of activities and events, both real estate and non-real estate related. From the neighborhood association, school board, church committee, helping a politician getting re-elected, or giving free seminars at a community college, **your community will begin to recognize and respect you for your dedicated involvement.**

*One of my successful trainees, a high school dropout, interviews a wide variety of people at a local public TV station in his community. About 90% of his interviews are NOT real estate related, but he receives all types of recognition, which helps him **crush it** in the real estate industry!*



## #5 SEEK ACHIEVEMENT, NOT MONEY

Successful agents who are achievement-oriented tend to do business in a professional way, satisfying a vast majority of clients and customers in the long run. Even if it means making less money now in order to make more in the future, **an achievement-oriented agent will always look out for their client's best interests.** Those who are money-oriented will focus on making a dollar rather than taking care of their client, and nurturing a growing, long-lasting business relationship.



## #6 GROW YOUR REFERRALS

Reach out to people you've done business with in the past: business associates, old friends, family members, your car mechanic, **ANYONE...** Give them a card and let them know you're in the real estate industry and check to see if they, or anyone they know, are in need of real estate assistance.

**The real estate business is based on continuous referrals.** The successful agent cares and possesses the knowledge and technique of doing business while giving their 100% effort and compassion to others. If we can get continuous referrals, while we continue to prospect, the sky is the limit!



## #7 THINK POSITIVE

Although this rule may sound cliché, it's essential to your everyday outlook in life.

Elite real estate agents *never, ever*, whine or complain about bad luck; **you make your own luck.**

“It is important to expect nothing, to take every experience, including the negative ones, as merely steps on the path, and to proceed.”

**Ram Dass**



## #8 ADDRESS ISSUES WITH A FAST SOLUTION

When top producing agents are faced with problems, they aim to fix them *immediately*. Putting off problems only causes bad habits and leaves issues unresolved.



## #9 DON'T CUT CORNERS

All it takes is one complaint with the state, or a bad lawsuit to ruin much of your achievements. **Try to anticipate problems** before they happen and you will keep yourself out of trouble.

- ✓ Always check proposals for necessary language
- ✓ Make necessary recommendations for your client
- ✓ Use language that reduces client's liability
- ✓ Make disclosures and disclaimers that reduce your own liability in a transaction.

**Never take shortcuts, get plenty of insurance, and follow the rules.**



## #10 BE HUMBLE

Be humble, helpful, easy going, kind, forgiving, and fair.

I'm not saying you have to be a saint, but people tend to feel more comfortable doing business with someone who doesn't make them feel intimidated. Even if you drive a nice car or wear nice clothes, you should still be able to make others feel cared for and appreciated. If you make your client feel ignorant, that may be enough to lose them.

**Become their friend and take a *genuine* interest in something they enjoy!**

# #11 LOOK TOP NOTCH



## Top producers look and act successful.

Make it a goal to take care of your health and strive to be in good physical shape. Looking good includes having a healthy diet, getting adequate exercise, and dressing for success.

It's important to be mentally fit as well. Vitamins and minerals will provide you with a great source of physical and mental energy.

No matter how cosmetic this sounds, it's based on scientific research. **Proper appearance improves self-confidence:** from what you wear, drive, the way your hair looks, the pen you use, etc.



## #12 INFORM AND EDUCATE

**Keep your clients informed of what you're doing at all times** and be there to give advice and answer questions. Make it a point to explain, answer, and educate along the way.

Keep this in mind: ***If you NEVER tell your clients what you're doing, they'll always assume you're doing nothing!***

By keeping them “in the loop” every step of the way, they will feel like you're a true asset to them and they won't have the need to look elsewhere.



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Namir George is the creator of the **Real Estate Master Series...** a system that is comprised of the most **powerful real estate techniques and secrets** used by elite real estate agents in the industry.

He has trained and coached tens of thousands of students and continues to educate professionals in the fields of real estate, broker, builder, mortgage, investor, appraisal, and more.

Visit [www.masterseriestraining.com](http://www.masterseriestraining.com) to access a **free course** on how to handle the incoming call, getting a buyer-agency signed, and Namir's top-secret strategy, "The Short Term Listing Technique." These strategies have been designed to help agents separate themselves in the industry and see immediate results.