

HOW TO WRITE \$1,000,000 IN A YEAR.

IT'S SIMPLE

PREPARED BY
MATT LANCASHIRE



@mattylanc



Ray White
New Farm



@Matt_Lancashire



Ray White
New Farm

**KNOW WHAT YOU WANT
& WHY YOU'RE HERE.**

**IF YOU LOVE YOUR JOB,
YOU WON'T WORK A DAY IN YOUR LIFE.**

HAVE B.H.A.G.

(BIG HAIRY AUDACIOUS GOALS)

WHAT ARE YOUR GOALS FOR 2015/2016 FINANCIAL YEAR?

PERSONAL

1. _____
2. _____
3. _____
4. _____
5. _____

WORK RELATED

1. _____
2. _____
3. _____
4. _____
5. _____

**MAKE A PLAN
& WORK THE PLAN
GET STRUCTURE.**

**IF THE MARKET CHANGES YOU NEED TO
ADAPT.**



PX6

PERFECT
PREPARATION
PREVENTS
PISS
POOOR
PERFORMANCE

IF YOU DON'T HAVE
STRUCTURE, GET IT.

BE PREPARED!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00						
6:30						
7:00					7:00 - 8:00 Group Training	
7:30				7:45 - 8:30 ML & PL One on One		
8:00	8:00 - 8:30 ML Vendor Calls	8:00 - 8:30 ML Vendor Calls			8:00 - 9:00 Wolf Pack	8:00 - 9:30 Vendor Calls Buyer Calls
8:30	8:30 - 9:15 MEL Team Meeting		8:30 - 9:00 ML Vendor Calls	8:30 - 9:00 ML Vendor Calls		
9:00		9:00 - 10:30 NON NEG Sales Meeting & Stock Run	9:00 - 9:15 ML & PL Meeting	9:00 - 9:30 ML Value Meeting		
9:15	9:15 - 10:15 Wolf Pack Meeting		9:15 - 10:00 NON NEG Training Session	9:30 - 9:45 ML & PL Meeting		
9:30				9:30 - 10:15 Fixed Time		
9:45				Hot Buyers Prospecting Approvals Inspections Door Knocking	9:30 - 10:00 ML Vendor Calls	9:30 - 10:00 PL Off Prep
10:00	10:15 - 10:30 JL Vendor Report Prep	10:30 - 10:45 ML & PL Meeting				
10:15	10:15 - 10:30 PL Prospecting in Progress					
10:30	Call Hot Buyers for Report	11:00 - 1:00 NON NEG Prospecting in Progress	10:30 - 12:30 NON NEG Prospecting in Progress	10:30 - 12:30 NON NEG Prospecting in Progress	10:30 - 2:00 Fixed Time	
10:45	NON NEG				Hot Buyers Prospecting Approvals Inspections Door Knocking	10:00 - 3:00 OFFs
11:00						Off Follow Up Email Phone Office
11:30						
12:00						
12:30						
1:00						
1:30						
2:00		2:00 - 3:30 NON NEG Round 3 Off Call Banks	2:00 - 3:30 NON NEG Round 3 Off Call Banks	2:00 - 3:30 Auction Meeting		
2:30	1:30 - 5:00 Off Call Banks				2:00 - 5:00 NON NEG Hot Buyer Hit Out	
3:00					Email Offs Text Offs	
3:30		3:30 - 5:00 Fixed Time	3:30 - 5:00 Fixed Time	3:45 - 5:30 Auction Health Check Buyers / Sellers		
4:00		Hot Buyers Prospecting Approvals Inspections Door Knocking	Hot Buyers Prospecting Approvals Inspections Door Knocking			
4:30						
5:00	5:00 - 6:00 Finalize Vendor Reports				5:00 Fixed Time	5:00 - 6:00 Vendor Feedback
5:30					Hot Buyers Prospecting Approvals Inspections Door Knocking	
6:00	6:00 Send Vendor Reports	6:00 - 8:30 MEL Twilight Open	6:00 - 8:30 MEL Twilight Open	6:00 - 8:30 MEL Twilight Open		
6:30						When do we need? When the job is done.

MBL ROLES

MATT (\$ PRODUCTIVE ACTIVITIES)	SALES ASSOCIATE 1	SALES ASSOCIATE 2
Vendor Correspondence	Vendor Correspondence (min 1 call per day)	Residential Valuation Reports
Hot Buyer Correspondence Call weekly	Warm Buyer Correspondence Call every month	Pipeline Prospecting Call every 3 months
Hot Prospecting 10 at any time	Hot Buyer Hitout (Old OFI books)	Magic 50's (Call/Doorknock)
Valuations	Database Management	Prospecting (Sign jumping/OAL)
Village Agent Update	REA.com.au & Domain Enquiries	Hot Buyer Hitout (Old OFI books)
Contracts and Offers	Private Inspections (min 10 per week)	Sales Kits
Open For Inspections	Open For Inspections	Open For Inspections

PA

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Check Matt's emails & disburse accordingly	Check Matt's emails & disburse accordingly	Check Matt's emails & disburse accordingly	Check Matt's emails & disburse accordingly	Check Matt's emails & disburse accordingly
Book CM & BNews pictorials by 11.00am	Enter any buyers from Saturday OFI's	Approve pictorial ads in adbuild before 11.00am	Approve BNews ads by 11.00am	Prepare folders for Saturday OFI's
Organise OFI times - Call Vendors to confirm, then enter times in Mydesktop	Build all pictorials in adbuild and email through to Vendors for approval - then approve in Adbuild	Put OFI one liners in adbuild before 4.30pm	Check brochure supply for OFI's & order from MBE if more stock is needed	Send Village Agent Update
Enter in all buyer contacts from OFI's on Saturday.	Book all CMail classifieds/black & white picture classies	Send out any Form 9's for open for inspections	Prepare Village Agent Update in Irealty	

REAL ESTATE IS A NUMBERS GAME.

“HE WHO MAKES THE MOST CALLS WINS.”

**YOU NEED TO BE MAKING 50 – 80 CONNECTS A DAY.
THAT’S BETWEEN 1200 – 2000 CALLS PER MONTH
(SIX DAY WORKING WEEK)**

**“DON’T EVER FORGET THAT REAL ESTATE IS A PERCENTAGE BUSINESS. I DON’T CARE
WHAT YOUR NATURAL ABILITIES ARE. THE PERSON THAT CONTACTS THE MOST PEOPLE
THAT COULD SAY ‘YES’ WILL MAKE THE MOST MONEY.”**

- TOM HOPKINS

PROSPECT.

PROSPECT.

PROSPECT.

IF YOU LIST, YOU LAST.

2-3 HOURS A DAY

(ON AVERAGE)

PROSPECTING.

**PROSPECTING IS ALL ABOUT THE NUMBERS,
ESPECIALLY EARLY IN YOUR REAL ESTATE CAREER.**

**IT HELPS TO CREATE MOMENTUM AND IS A GREATER
ACCELERATOR THAN ANY OTHER SINGLE ACTION YOU CAN
TAKE TO BE SUCCESSFUL IN REAL ESTATE.**

TIP 1

**PROSPECTING IS ESSENTIALLY LOOKING FOR TOMORROW'S
SELLERS TODAY. EVERYONE IS SELLING AT SOME STAGE,
SOME JUST DON'T KNOW IT YET!**

TIP 2

THE BUSIER AND MORE SUCCESSFUL YOU ARE PERCEIVED TO BE BY CLIENTS, THE MORE IMPRESSED THEY WILL BE THAT YOU 'FIND THE TIME' TO MAKE CONTACT AND / OR PROVIDE A CURRENT APPRAISAL, EVEN THOUGH THEY ARE NOT CONSIDERING SELLING IN THE NEAR FUTURE.

TIP 3

**2—3 HOURS A DAY (ON AVERAGE)
IS ESSENTIAL, IT BECOMES A ROUTINE.**

**FOR NEW AGENTS:
ASK FOR OLD OPEN HOME INSPECTION LISTS... YOU WILL BE SURPRISED
HOW MANY SELLERS YOU WILL UNCOVER.**

TIP 4

**PERFECT TIME – MORNINGS,
LATE AFTERNOON OR EVENINGS.
TUESDAYS, WEDNESDAYS AND THURSDAY
ARE MY PROSPECTING DAYS.**

TIP 5

**BLOCK OUT TIME IN YOUR DIARY TO PROSPECT
UNTIL IT BECOMES A HABIT — 30 DAYS**

THIS IS NON-NEGOTIABLE

TIP 6

**HAVE INTENSITY, FOCUS,
ENERGY AND SOUND HAPPY
TO SPEAK TO EVERY SINGLE PERSON.**

SMILE WHEN YOU ARE ON THE PHONE.

TIP 7

GET AN ACCOUNTABILITY PARTNER.

WHO'S IN YOUR SELLER PIPELINE?

**HAVE A CHASE LIST
MAKE A 3 MONTH STOCK LIST**

**IF YOU DON'T HAVE FUTURE SELLERS...
YOU'RE NOT TALKING TO ENOUGH PEOPLE.**

3 MONTH STOCK LIST

ADDRESS

NAME

PHONE

BED/BATH/CAR

JULY

1			/ /
2			/ /
3			/ /
4			/ /
5			/ /
6			/ /
7			/ /
8			/ /

AUGUST

1			/ /
2			/ /
3			/ /
4			/ /
5			/ /
6			/ /
7			/ /
8			/ /

SEPTEMBER

1			/ /
2			/ /
3			/ /
4			/ /
5			/ /
6			/ /
7			/ /
8			/ /

LIST AUCTIONS

& GET BIG ADS.

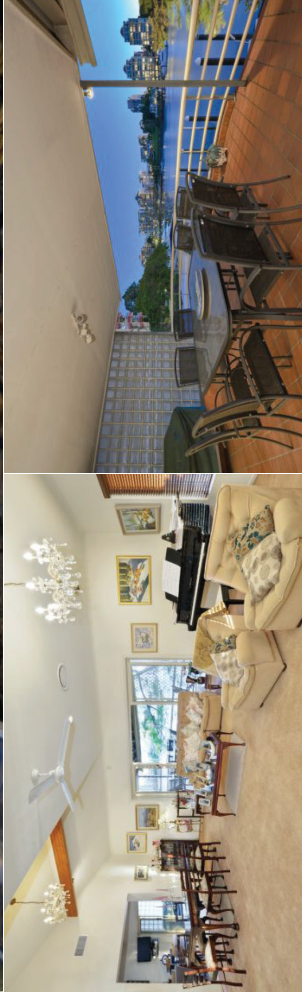
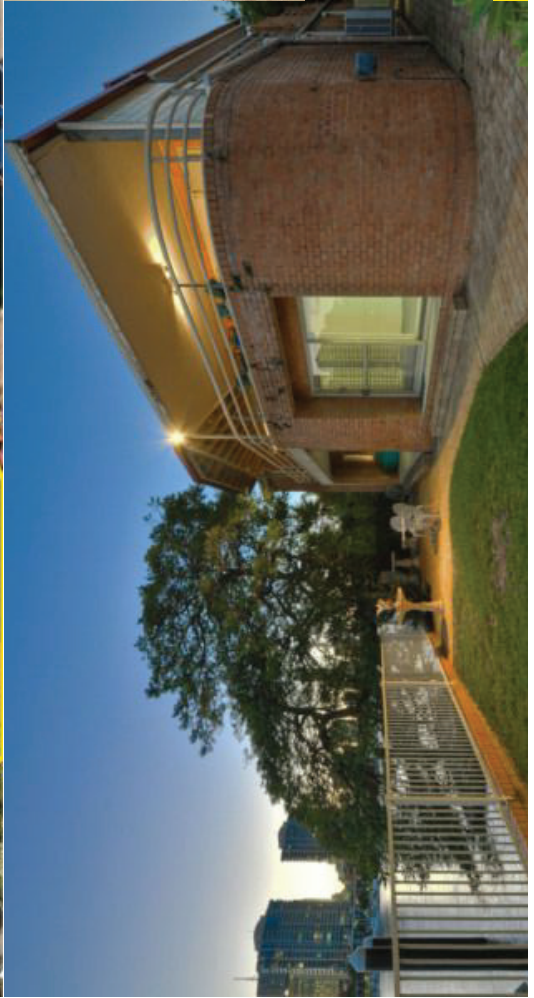
OWN THE LOCAL PAPER

DO WORLD CLASS MARKETING CAMPAIGNS

PRINT PROFILE = ATTRACTION BUSINESS

**DAMON WARAT WENT FROM
#300 TO #20 IN 3 MONTHS.**

9 GRIFFITH STREET, NEW FARM DOUBLE PAGE SPREAD - JOSH'S STORY



New Farm 9 Griffith Street
962m2 Of Direct Riverfront Living - Don't Forget Your Boat!
 An iconic site not only in Brisbane, but across the state and of Australia, 9 Griffith Street is a rare opportunity to secure a piece of Brisbane's first, most private and most adored riverfront homes. This unique opportunity will be SOLD on or before Auction, so bring your architect, your town planner and capitalise on the flexible opportunities this riverfront home presents.

- 962m2 of direct riverfront living
- 21.2% of the lot is zoned for medium density zoning which allows for future development
- Breathtaking views of the river & CBD
- Landmark family home that rarely becomes available

6 🚗 3 🏠 4 🚗 1 🏠

Auction
 Starts: 20th July 2013 - 11.00am
 On site first SOLD prior
View: Saturday 11.00-11.45am &
Website: 6.00-6.45pm
Mark Luncheon: 6.15-6.45pm
 rwt.com.au - mfl@rwt.com.au
 raywhite.com

12 GOLDEN ORCHID CLOSE, BARDON 4 PAGE PAGE SPREAD (SOLD \$3,582,000)

The Courier Mail | realestate.com.au
Realestate
 SATURDAY APRIL 5, 2014

**Special Edition
4 Page Liftout Booklet**
 12 Golden Orchid Close
 BARDON

**Introducing the flagship home of 2014
Welcome to 12 Golden Orchid Close, Bardon**

As far as prestigious properties go, this architectural marvel is a benchmark in Queensland living. In a category of its own, the family orientated vastness of the home is surpassed only by its livability and luxurious design. A residence that will never be done true justice on paper, this is one household that must be seen to be believed.

Ray White.
 5 3 3 1

Bardon 12 Golden Orchid Close

This is a undoubtedly one of Brisbane's most outstanding homes, creating a new benchmark of lifestyle and luxury in one of Brisbane's thriving residential pockets, occupying a prime position and offering a generous 1,000sqm of elevated land, this exceptional family home is just moments from Statewide private girls school, Mount Cootee and its surrounding parkland and superb transport corridors making it easily accessible to all amenity hubs in Brisbane. The attention to detail and design is a work of art, and with the owners committed to sell on or before Auction, this is one of the great opportunities of the decade.

Ray White New Farm
 Special Edition | Please detach 4 page lift out | Proudly Presented by Matt Lancashire

The phenomenal home features:

- Four levels of entourage living space with soaring 5 metre voids
- Relaxed master retreat enjoys a 5 star ensuite and a steam room
- 4 other bedroom suites each with their own built in ensuite
- Modernist marble kitchen with integrated Miele appliances
- Fully sound proofed home movie theatre
- An exclusive sky deck with unparalleled views to the CEO

Auction
 Saturday, 24 May 2014 at 1.30pm on site, if not sold prior
View Saturday 12.25 - 1.00pm
 Thursday 6.00 - 6.30pm
Matt Lancashire 0435 475 480
 matt.lancashire@raywhite.com
 rwhite.com.au/1130277 | 07 3588 0663



"We have loved this home for over 10 years. It has brought our family so much joy, and we only hope the new owners love it as much as we have".
 - Mike & Karen

Have we got your attention yet?

A quick walk through this five bedroom home will strip you of any doubts. This residence is truly a once in a lifetime opportunity, a treat that one lucky homeowner will be fortunate enough to capture. What's stopping you?

Ray White.
 5 3 3 1

Bardon 12 Golden Orchid Close

The north east facing family haven is genuinely unsurpassed in the current market with skyline views that have to be seen to be believed. An extraordinary offering, properties such as this are a rarity not just in this tightly held residential pocket, but wider Brisbane. Grand spaces and an unbeatable outlook make this home perfect for entertaining on a large scale, or even just a quiet and intimate family night around the fire. It's time for the owners to say goodbye, so an inspection of this show stopping residence is a must.

Seven reasons you must inspect this stunning home:

- Just moments from some of Brisbane's most prestigious private schools
- Mt Cootee is surrounded, parkland at your doorstep
- Place of luxurious luxury with a slave house car
- Six person hydraulic lift accessing every level
- Entertainment dream equipped w/ full game room with billiards table and wet bar
- Fronts outside deck equipped with top quality BBQ and spa bath with a view
- The owners are genuine sales ready to move on - their instructions are to SELL!

Ray White New Farm

The Courier Mail
home
 SATURDAY APRIL 5, 2014

Ray White.
 5 3 3 1

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DO WORLD CLASS OPEN HOMES.



SIMPLE TIPS

- Presentation - look sharp, smell great and smile
- Be professional
- Have all the correct information
- Know everything there is to know about your product
- Be early
- Be prepared, have the below on display
 - Professional brochures
 - Bound contracts
 - Recent sales
 - Water
 - Information about you
- Example of a perfect open home:
<http://video.visualdomain.com.au/28437/?bclid=3787143095001>

SELLERS ARE INTERVIEWING.

WORK YOUR OFI LIST.

THERE ARE 3 REASONS WHY PEOPLE COME
THROUGH YOUR OPEN HOMES.

- 1. LOOKING TO BUY**
- 2. LOOKING TO SELL**
- 3. LOOKING FOR IDEAS...
FUTURE SELLERS.**

60%

**OF MY CURRENT CLIENTS
CAME FROM MY OPEN
FOR INSPECTIONS.**

PROCESS YOUR STOCK

HAVE A 30 DAY PROCESS PLAN

OFFERS.

OFFERS.

OFFERS.

**LOW OFFERS
BLAME THE MARKET
NO OFFERS
BLAME THE AGENT.**

SERVICE.

SERVICE.

SERVICE.

SERVICE YOUR CLIENTS.

SPEAK TO THEM TWICE A DAY, EVERYDAY!

**FACE TO FACE MEETINGS ARE CRUCIAL,
YOU MUST MEET YOUR CLIENT FACE TO FACE EVERY WEEK.**

**WHEN PRESENTING AN OFFER..
IF YOUR WITHIN 300KM'S - YOU MUST SEE THEM FACE TO FACE.**

THAT MEANS BUYERS & SELLERS.

1 FACE TO FACE MEETING IS WORTH 10 PHONE CALLS.

FOLLOW UP IS ESSENTIAL.

MY OFI FOLLOW UP PLAN

SATURDAY OFI = PHONE CALL & EMAIL

MONDAY = CALL & TEXT

TUESDAY = ROUND 2 CALL

WEDNESDAY = ROUND 3 CALL

TIP: MOST OF YOUR COMPETITION WILL WAIT UNTIL MONDAY TO FOLLOW UP. GET THE BUYERS ON SATURDAY WHILE THEY ARE HOT! DON'T LEAVE UNTIL THE JOB IS DONE.

**KNOW
YOUR MARKET.**

INSIDE & OUT

**EVERY SALE,
EVERY SELLER.**

KNOW EVERYONE.

**FROM THE CAR PARK ATTENDANT
TO THE HIGHEST PROFILE IDENTITY.**

**IT'S NOT JUST WHO YOU KNOW,
IT'S WHO KNOWS YOU!**

BUILD RELATIONSHIPS.

**TIP: HAIR DRESSERS ARE GREAT LEAD PRODUCERS
- LOVE TO GOSSIP**

**ALIGN YOUR
PERSONAL BRAND
TO BE THE
REAL ESTATE
GO TO PERSON.**

**STICK CLOSE TO
PAST CLIENTS
MAKE THEM FAMILY.**

**EVERY PAST CLIENT,
AND I MEAN
EVERY PAST CLIENT,
SHOULD BE IN
YOUR MOBILE PHONE.**

REPEAT BUSINESS IS KEY!

**BE TRUTHFUL,
GENTLE & FEARLESS.**

**BRING INTENSITY
TO THE GAME**

BE URGENT. 

**WORK HARDER
THAN EVERYONE ELSE.**

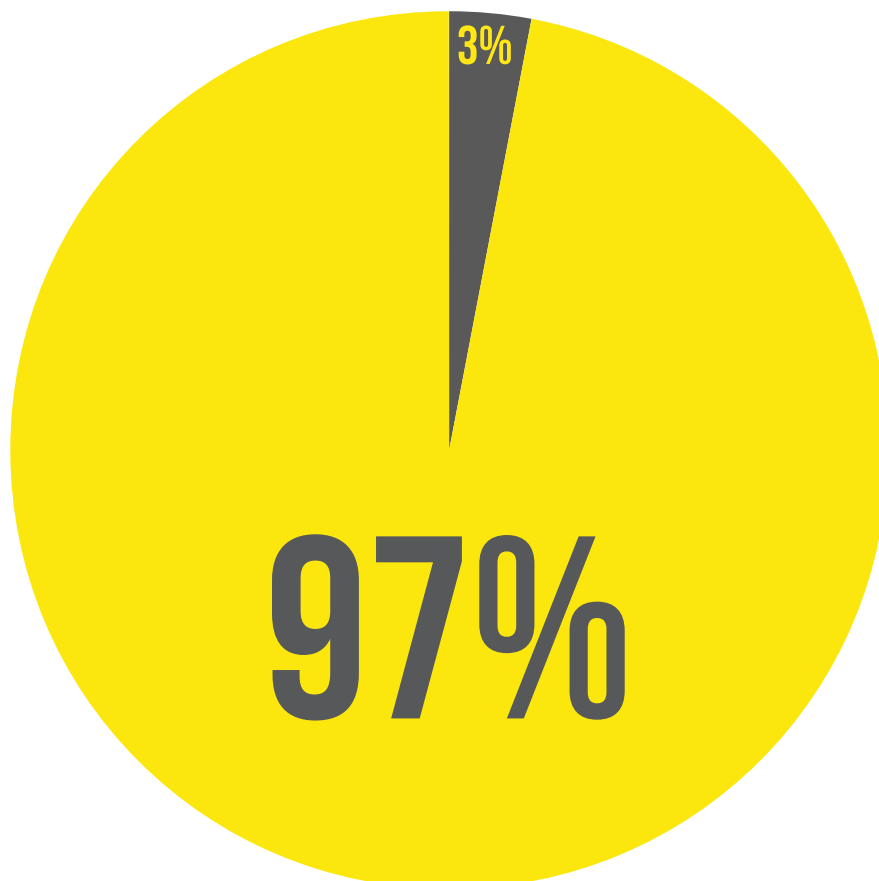
DO WHAT OTHERS
AREN'T WILLING TO DO.

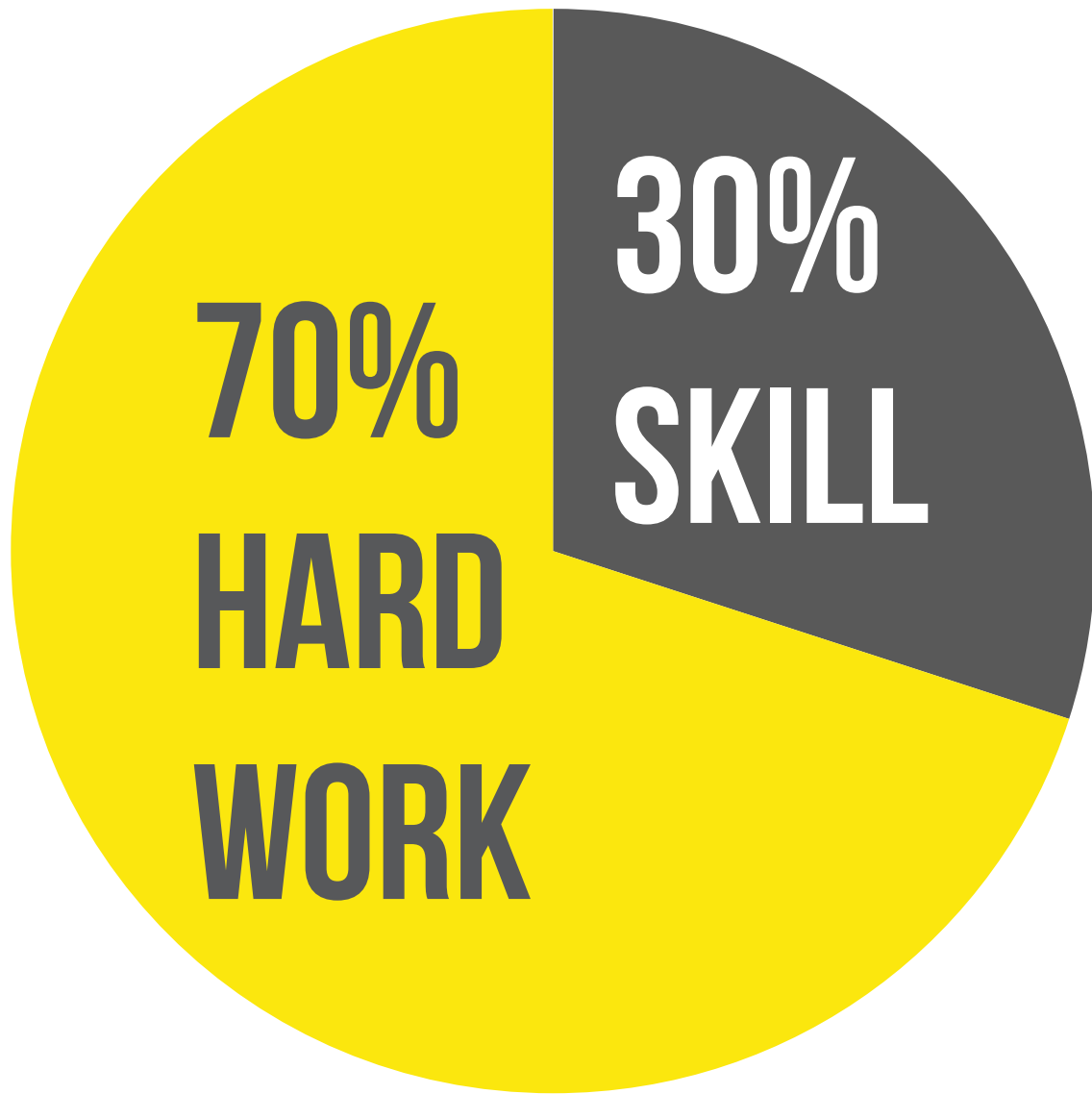
OUT WORK YOUR COMPETITION.

1% OF AGENTS WRITE OVER \$2M
2% WRITE OVER \$1M.

**WHAT DO THE 3%
DO DIFFERENTLY TO THE 97%?**

**THE 3% ARE WILLING TO DO
WHAT THE 97% AREN'T.**





= REAL ESTATE

**REAL ESTATE IS THE HIGHEST PAID,
HARDEST WORKING CAREER
OR THE LOWEST PAID, LAZIEST JOB.**

FIRE UP

& GET

EXCITED!

MATT LANCASHIRE

m 0416 476 480

e matt.lancashire@raywhite.com

p 07 3358 0663

f 07 3358 4891

a 612 Brunswick Street
New Farm Q 4005

w rwnf.com.au

Ray White[®]