

Why Most Real Estate Agents Never Reach Their Maximum Listing and Sales Potential in Real Estate and How to Achieve it.

The Warrior/Gambler Paradox by Al Lewis

Welcome.

Real estate agents enjoy a spirited life with pronounced fluctuations in both joy and sorrow. Joy is brought about by victory in the market and feelings of security brought about by affluence. Sorrow is brought about by periods of struggle, failure and diminished affluence.

“May you live in interesting times,” is an English expression of a supposedly Chinese curse, though no actual source of the saying has ever been determined. The nearest actual Chinese expression, “níng wéi tàipíng quǎn, mò zuò luànshì rén,” conveys a sense that it is better to live as a dog in an era of peace than a man in times of war.

Welcome to real estate, interesting times for sure on a daily, weekly basis. Agent morale – a synonym for joy and sorrow – seems to run high or low dependent on the fluctuations of the uncertain life they've chosen to pursue fired by battle, booty and boodle gained or lost. Seldom, if ever, is the life of an active broker or agent a run-of-the-mill experience.

Because of this, I think there are two kinds of people that are greatly drawn to real estate: warriors and gamblers.

Warriors – in the romantic sense of the word – the world over have always been fiercely independent, multiracial, multilingual people with no particularly recognizable physical

characteristics common to all whose standout qualities are natural talents in all things military (the hunt), in all things political (interpersonal intrigue), and possess a fierce ambition to win at all cost (competitive-ness). Men or women, they have no common religion, no structured culture, and prove no absolute loyalty except to themselves (they jump ship when it best serves their interest).

Sidebar / A good example of this is an experience recently shared with me by a broker new to our program here in California that once owned five Century 21 real estate offices in Houston. He told me of a successful agent (a warrior) that found success within his organization that decided to go it alone; okay, but he did it by purchasing a Century 21 franchise and opening it less than a mile away from the office he left, owned by the broker telling me the story and, of course, he dragged nearly fifty agents from the old office with him.

I have heard this story a hundred times. It is an example of warrior energy in action. I am not condemning the action of the protagonist of the story, the warrior/agent, but merely sharing an example to make the point that warriors put self-interest (winning) ahead of loyalty, often to their detriment somewhere down the road. This I've seen a hundred times.

Gamblers, on the other hand, though appearing to be warriors in pursuit of victory, have something

else in mind by the activities they pursue (real estate being one of them). Gamblers, generally, don't gamble to win, they gamble to lose. This is why they gamble until they lose, even if at first they win.

The reason for this is because the payoff isn't found in winning, it's found in losing. The payoff isn't money, if it were they'd quit when ahead. The payoff is love that is proved by the love loved-ones continue to show on them even when they prove to be habitual losers.

A gambler has an insatiable need for love that can only be, must be, proved to have veracity.

This, in my opinion, is the real cause of addictive behavior. An addict (gambler or other) by his or her actions asks of the people in his or her life, “Do you love me, even though?” a thousand times over and with each, “Yes,” demands proof (support). With each proof gained, he or she then demands that it be proved again and again as though there were a hole at the center of their heart that can never be filled however hard other people try to fill it.

Some gamblers gamble with time (procrastination) and not money; some with business (real estate) and not money; some with school (more training) and not money; some with hobbies (every time waster imaginable) and not money; some with due diligence (getting all their

ducks lined up) and not money; some with interpersonal relationships (?) and not money; some with drugs or alcohol and their health and not money; some with tattoos and piercing and not money.

Whatever the means, they do everything they can to lose because, as said, the payoff isn't found in winning, but in losing, and the only reason they do this – without even being consciously aware they are doing it – is because they want to be loved.

This has got to be the greatest goof of all time, one of the great paradoxes of life, counterintuitive to the max.

Following the greatest goof of all time is goof number two:

Warriors, because of success, sometimes morph into gamblers, they feel there is nothing they can't do and reach too far; this becomes habitual and losing a habit, they become used-to-be gamblers.

Sidebar / In the “Peter Principle,” a national best seller published in 1969 by Laurence J. Peter, the author exploited a play on words to instruct corporate managers that anything that works well will be used in progressively more challenging applications until it fails; and, that effective managers (Warriors?) only stop being promoted once they can no longer perform effectively, that they rise to the level of their incompetence. This, obviously, spells disaster for a corporation or business and, according to Peter, is to be avoided at all cost. Leave people, he admonished, in positions where they flourish and, instead, recruit laterally.

Gamblers, on the other hand, because of self-reflection, brutal self-evaluation and dogged-determination to succeed morph into war-

riors, they let go of the holdback and do the work that gets them to where they want to go without the need of the love of others; self-motivated winning becomes the object of their endeavors and not losing.

Best, I'd say, to decide not to be either, warrior or gambler, but an individual with a growing awareness of a purpose in life that includes the things you want to do in real estate coupled with a plan and schedule for doing them weekly, daily or, even, hour by hour.

Success in real estate, particularly listing, is found by little more than a calculated scheme of sequenced events that results in listings gained.

This may seem to be nothing more than common sense or common knowledge, but it is not so common in practice.

Success is the result of a consistency of work (habitual sequenced events), that because of habit is continued in spite of any or all forms of disappointment or moments of discouragement that may be experienced. It is not achieved through complex strategies or great expenditures of money on marketing, but on basic grassroots relationship-building activities that lead to relationship-oriented success.

If, after all, your mom or dad, brother or sister and aunts or uncles will list with you because of the relationship, why wouldn't friends-made through prospecting list with you for the same reason, the relationship, as well? Ask yourself this over and over and plan your work according to the answer you yourself make in reply.

When you realize that you are either a warrior or gambler or a bit of both

and know how these energies function to get you to where you want to go or prevent you from getting there, the hole at the center of your heart that can never be filled with enough victory for warriors or love for gamblers will, like a festering wound upon being treated with the right medicine, just heal and shrink away. The right medicine in this case is awareness.

“Free your mind, and the rest will follow,” screamed by En Vogue in the 1992 hit “Free Your Mind” says it all, “Why must it be this way?”

With freedom from the holdback, habitual winning and joy can be expected, daily experiences and not always challenges to be pursued. You'll find there are no hidden secrets of success to seek, but that whichever way you look well-trodden paths lay before you leading the way. All you have to do is to uninhibitedly walk one. This is going with the flow.

Upon conceiving the Warrior / Gambler Paradox I believe I grew to better understand The 80/20 Rule: that, generally, in real estate eighty-percent of all new licensees leave the business never to return within only two years of getting their license in spite of the effort it took to get the license, signing with a broker or company of some repute, and investing heavily in start-up costs.

Possibly, I think, this reflects the warrior/gambler makeup of the population of the US as a whole: twenty-percent are warriors and eighty-percent are gamblers.

If the eighty-percent only knew, I'm thinking, of the Warrior/Gambler Paradox, that the pendulum swings or can swing or will swing by means of awareness alone, that they might

hang-on long enough to experience the success they dreamed of and made so great an effort to seek.

Sidebar / A Greek (Neo-Platonic) schema of seeing the same patterns reproduced in all levels of the cosmos, from the largest scale (the macrocosm) all the way down to the smallest scale (the microcosm) is called the Macrocosm/Microcosm and is why I suggest that possibly The 80/20 Rule experienced in real estate and The Warrior/Gamble Paradox represent the US population as a whole.

Possibly the cure I suggest, awareness by itself, seems to simple or naive a method to elicit a cure to the "Paradox," but I don't think so.

Each move or gambit made by a gambler hence this reading, by one doggedly-determined to succeed, can be evaluated for its intended purpose, success or love, and by this evaluation alone a conscious will to win can supplant a formerly unconscious will to lose. This is the essence of, "Free your mind and the rest will follow," and is a thing done by thinking alone.

The same goes for an overzealous warrior.

Sidebar / Real estate is not a board game. I have not intended by this dialogue to insult gamblers, recreational or professional, that play or work a system designed to elicit specific results projected by the odds of a board or table game they are playing. My apologies.

Warrior or gambler or not; the choice is yours.

The Turnaround

Both warriors and gamblers are great people to know and work with.

Among the qualities that make up their personalities are these characteristics: they have (1) A high sense

of interpersonal competence (2) A positive attitude toward life (3) Focus and concentration (4) They are likeable and charming (5) They have a high tolerance for ambiguity (6) They understand body language (7) They are highly observant and alert (8) They're slow to anger (9) They have a good presence (10) They're self-confident and slow to doubt their own abilities (11) They're disciplined and controlled (12) They're flexible, adaptable and resilient (13) They take care of body and mind (14) They eat well and (15) They are self-effacing: they have their ego under control.

Who wouldn't want to work with people like that?

Relative to real estate, first and foremost among the characteristics shown is interpersonal competence: a person's skill interacting with others.

The most successful people in real estate are open, friendly, charming and well-liked. Both warriors and gamblers excel at this.

If, then, both warriors and gamblers have the personal characteristics to succeed in real estate, the question which begs asking is this, "If an unbroken winning streak, every gambler's dream, were a possible thing to achieve, how exactly would either a warrior or gambler go about having that?"

Getting there starts, as usual, with thinking; thinking of their lives as an increasing awareness, an ever-growing and expanding consciousness, a never ceasing progress of individual and collective evolution that must be honored and paid attention to based on the supreme law of life governing human experience, that **"The Things We Think and the Things We Think We**

Experience are One and the Same Thing," and that they individually are more than just people living and doing this or that but, like medical doctors, are practitioners of life whose charge it is to mold it according to their will by laying down mental pictures of what they want followed by intention, will and calculated schemes of sequenced events that all-together result in getting it. Schemes alone are not enough.

They must establish within themselves a conscious union with life that puts them at the center of creation.

This is easily done by study which includes all things physical (the sciences), metaphysical (supernatural, transcendent of the senses), psychological (the science of mind), philosophical (the science of thought), political (the conduct of government), and spiritual (of or relating to sacred matters and supernatural phenomena).

When a warrior or gambler gets serious about life and shows this, maybe, by getting hold of a single exploratory book about each of the subjects listed and reads them for "learning" as opposed to getting through them then life, maybe, will get serious about them. One thing always follows another in some referential sequence.

Over time they'll find they have morphed into spiritual mind practitioners.

A spiritual mind practitioner is a person who resolves everything into mind and, knowing that mind in its invisible form is not different from mind in its objective form, creates experience for both themselves and others from inside-out.

The supreme law of life, **"The Things We Think and the Things**

We Think We Experience are One and the Same Thing,” is the clay from which they mold experience.

This “getting serious about life” thing must be easier said than done for I have had interview conversations with hundreds of achievers in real estate, some warriors, some gamblers, that in conversation knew nothing about the fascinating world of quantum physics and how discoveries there have influenced all disciplines of thought from psychology to religion today; they knew nothing about psychology to the point of having never even heard of Sigmund Freud, Carl Jung, BF Skinner or Abraham Maslow; they knew nothing of metaphysics and had never heard of Maxwell Maltz and Psycho Cybernetics or of Norman Vincent Peale and the Power of Positive Thinking or of Robert Schuller and Move Ahead with Possibility Thinking or of Wayne Dyer and The Power of Intention or of Depak Chopra and The Book of Secrets; they knew nothing about philosophy and the principles of human thought underlying all things civil created by modern man laid down by the likes of Aristotle, Plato, Locke, Epicurus, Confucius, Descartes, Kant, Nietzsche, Sartre, Wittgenstein, Schopenhauer and, maybe, only a couple dozen other deep thinkers throughout history; they had not read Adolph Hitler’s Mein Kampf or Karl Marx’s Communist Manifesto or Mao Tse-Tung’s Little Red Book, the three books that turned the 20th Century upside down, or the Constitution of the United States; and they knew little of spiritual matters outside the conventional idea that they were Christian or Muslim or Jew; they had never studied the Bible, Buddhism, Zen, the Tao Te Ching, the I-Ching, the Koran, the Talmud,

Ernest Holmes’ Science of Mind, L. Ron Hubbard’s Dianetics, or Helena Blavatsky’s Theosophy; they never seriously looked into the occult, they were not versed on Astrology, the Wicken or the Tarot, they didn’t own a deck of Tarot cards and could not give readings at a party by either Tarot, Palm, Phrenology or Graphology (handwriting analysis), great fun for all; they played no musical instruments and spoke only one language.

If this is you, you have some homework to do, don’t you?

What business is it of mine, you might be thinking, what people pay attention to in their private lives, well, I’m with you on that, but if you are seeking to break-into and sustain listing and sales success at the top of the market and to make a real career out of real estate, then you’ve got to get your head straight to do it. I’m sharing my experience and thoughts on the matter with you because I don’t want you to experience what I call “Topping Out.”

Late one evening, for example, on my way home from a listing appointment out in the middle of nowhere, I stopped at a motorcycle dealer I happened by just before closing to look over some bikes.

I seemed to recognize the salesman helping me and in conversation came to learn he had once been in real estate. As he began to say his name and the company he worked for I mouthed the words with him both name and company to his surprise. We had met one morning many years earlier at an office meeting where I spoke about my auction program and I remembered him well, though he didn’t remember me. I remembered him because he was “Mr. Top Producer” of a very

large multi-office company. He was doing a steady seventy-five deals a year all alone, no team, no transaction coordinator; he was the real thing and now he was selling motorcycles.

He topped out.

He had a long sad story to tell me that, really, wasn’t very interesting for I had heard it many times before from one agent or another.

Sidebar / I have a good friend in Law who specializes in bankruptcy and he confided in me one day that every new client wants to tell him of how successful they had been at one time or another, how they owned this and that, etc. and how he has to tell them that he really isn’t interested, that he specializes in bankruptcy why ever needed and that he doesn’t have time to hear the why all. I empathized.

Regarding the motorcycle salesman, I have seen this so many times that it is mind boggling. Achievers top out, I believe, because the foundation upon which they built their success was just too shallow to support the load of all that comes with it: the foundation, of course, upon which they were sure all had come and would follow was their independent know-it-all self and ego.

The ego’s roots don’t go very deep and will not support much of anything for long and the proof is in the pudding that once one embarks on a journey of learning by exploring the subjects shown, that they find very quickly how little their know-it-all self knows.

Seems to me that we fill a tank, so to speak, from childhood with intellectual fuel from which we draw energy to empower our way in the world, but like all tanks from which an engine draws its energy, it must be refilled or run dry; but the requisite

intellectual power needed to succeed in any endeavor in adolescence or young adulthood, or middle adulthood and maturity differs from one phase of life to another and, accordingly, if the tank isn't refilled with the right fuel, the engine will fail to run. This, I profess, is the cause of topping out and the premise underlying my statement that, "You have to pay attention to life to pay attention to you."

Most people think real estate is a career-oriented, moneymaking activity upon which they can build financial wealth, well being and security for old age, but it's not that at all even though these things can be gained by or through it.

If that's all it is to you or I, then like so many achievers I have met that have had great success and lost it all, we also may top out someday future and lose it all like the motorcycle salesman just because our head isn't straight.

Importantly, this fellow fell before the crash (whichever one is most meaningful to you) and not concurrent or after some economic downturn. Topping out and experiencing economical hardship during or after a national economic disaster are not the same thing. Even the birds and the bees, the squirrels and the rabbits that all are harmless suffer a fire-storm every now and then and, accordingly, loss of health, hearth and home.

Discord, however experienced, is life's way of forcing change.

The Mystic Way

What real estate really is, I'd like to boldly advise, is a transpersonal journey often called *The Mystic Way* in philosophy or, in other words, *Path to God*. What better way to get there than by our work.

Rich man, poor man, beggar man, thief; doctor, lawyer or Indian Chief; it matters not, all, possibly, are on the same path: the transpersonal journey, *The Mystic Way*, the *Path to God* through self-discovery.

In a fantastic little book, *Conscious Contact*, author Jerry Williams deftly illuminates the essence of the transpersonal journey, man's path to God, by analogy.

He compares the "Path" to addiction, suggesting that man's addictions whether they be to drugs or work, alcohol, gambling or sex, all the most common obsessions, whether mental or physical are in essence attempts by individuals to achieve "states" of being and awareness "outside" themselves: extraordinarily transpersonal (outside oneself) states experienced only when high by any means or activity like winning (or losing) at gambling, or drink or drugs or sexual union and orgasm.

Who can deny that it is the "state" that is sought and not the activity: the drink or drug, or the partner in sex. That's why we all disdain the physical aspects of our addictions, but continue them anyway for our cravings: the effects.

Real estate, I don't think, is this kind of addiction, but possibly by the dedication it takes to find a path to success that results in a career and not just a job, the requisite of diving deep into oneself to undo blocks and open pathways of receptivity that lead to success also reveals along the way glimpses of a bigger picture: the underlying creative force that unifies all things in itself.

Thus, *The Mystic Way*, you find one by seeking the other.

Who are we? Why are we here? Where are we going? These are the fundamental questions of life, the

answers of which are found on the path whether plumber or physicist, mom or mathematician, your path, *The Mystic Way*.

What's Your Causation Paradigm?

If you thought like a poet, would you write poetry?

Yes, of course you would. You'd write things like Anelou Maya's *Phenomenal Woman*, or Robert Frost's *The Road Not Taken*; you'd possibly write something like Edgar Allan Poe's *Annabel Lee* or Rudyard Kipling's *If*; you might write William Wordsworth's *I Wandered Lonely as a Cloud* or Dylan Thomas' *Do Not Go Gentle into that Good Night* or Emily Dickinson's *Hope*.

If you thought like an artist, would you paint or sculpt?

Yes, of course you would. With brush in hand you might paint something like *Birth of Venus* by Sandro Botticelli or *Water Lilies* by Claude Monet; you might paint something from the Dutch Golden Age like *The Night Watch* by Rembrandt van Rijn or *Girl with a Pearl Earring* by Johannes Vermeer; you might sculpt a modern Bronze David by *Donatello* or *The Savannah Bird Girl Statue* by Sylvia Shaw Judson.

If you thought like a musician, would you make music?

Yes, of course you would. You might compose great works like Beethoven's *Symphony No. 9 in D Minor* or Dvorak's *Symphony No. 9 in E Minor*; you might compose moving film scores like the score from *Meet Joe Black* or *Crouching Tiger, The Lord of the Rings* or *American Beauty*; you might be a rock and roller like Elvis or Eric Clapton; you might write original

hits like Barbara Streisand or Mariah Carey.

If you thought like a diplomat, would you draw opposing sides together by means of purposeful thought, applied?

Yes, of course you would. You might, like Henry Kissinger, seek to end a no-win war like the Vietnam War or like Mother Theresa, seek to teach the world altruism by example; you might like Benjamin Franklin bring world powers together the way he allied the Colonies with France to help win independence for the Colonies that led, of course, to the greater United States or you might like every modern day President, seek to unite a people for the common good.

All the above are examples of purposeful thought, applied, but let's up the stakes.

If you thought like God under any name, old world or new age, would you manifest your thought or, possibly, would your thought manifest or morph under its own authority from an incorporeal idea (spiritual, having no material body or form) to a corporeal experience (material) just by the thinking?

Yes, of course you (or it) would. That's the essence of our concept of the creative force we call God: it is after all, the creative force.

If you thought like God, you would merely think it to see it.

Thinking of thought as something akin to prayer, or of purposeful thinking as a center-point of creativity inside of creation, the creative force itself, if our thoughts are incorporeal or spiritual themselves, how could they not be, if all thinking therefore is like or akin to God-

thought, what prayer or purposeful thought would not manifest?

This ups the value of what we pay attention to doesn't it?

By this logic we self-manifest experience moment to moment by self-centered imagination.

There must be no limit to what we can ponder and realize.

W. Clement Stone put it this way, "Whatever the mind of man can conceive and believe, it can achieve," but are our thoughts and God's thoughts truly one and the same?

The Secret of The Golden Flower

At this point, I must tease you into a broader read, *The Secret of The Golden Flower* and *Transpersonal Selling*, both are found within the Fellowship Library, each written to ponder, if not answer, this very question.

Is that a big enough tease?

Near the conclusion of *The Secret of the Golden Flower* I wrote this (paraphrased a bit):

"Life's main game, as we have examined, is cause and effect, but that is only one side of the coin; life's other main game is synchronicity or doing without doing. They are perfectly balanced like the amplitudes of a wave.

"Ever turned a coin over to find it had only one side? If that were the case it would disappear and reappear when flipped back. A Zen Buddhist would say that would be akin to the sound of one hand clapping; not likely to happen.

"The process is essentially a driving or balancing experience of both "cause and effect" and "synchronicity." We've got to strive to both

"do" and "not do" at the same time by holding the wheel, as though driving, steady between the two, but this takes studied awareness, discipline and above all, courage, because the onus of success falls on us alone: it is our thought (only our thought) and our action (only our action) that matters.

"Think of synchronistic events as Creation's constant reminder to an astute observer that they are not in this alone, whatever this is, that there is a mold so-to-speak from which their wants have been cast and that these wants, like free floating cells in the human body, though seemingly alone are part of a perfectly functioning system whose sole purpose is the manifestation of their teleology (end or purpose).

"The Human body, like thinking, is a microcosm (localization) of the macrocosm (the universal creative force). The way one functions implies the function of the other. This paradigm is transformational in that it is the platform from which we all can relax fearlessly into success: expected, wanted results from the mere thought of wanting it."

Regarding our work in real estate, this means that behind every door there is an owner within waiting for us to knock. This is the *Law of Attraction* in action and why those with a handle on it seem to do, get and achieve things without effort, but that is a false impression.

Ask any tightrope walker: balancing, they would say, requires lots of attention and is hard work. Sixty-percent of the principal word, *Attraction*, is action.

Get busy learning, be busy earning. That's the turnaround and, I hope from here out, your causation paradigm.

Conclusion

For many the idea that their mind is part of God's mind, a focal point of creation itself, is too great a leap of imagination to accept. The two, they think, are separate and that God is something they must pray to rather than "think" through.

Because of this, they think they are in the world rather than the world being in them and that the world is made up of things and not thought experienced by mind.

This is the premise of the blockbuster, *The Matrix*, within which the real world is a wasteland where most of humanity have been captured by a race of machines that live off of the humans' body heat and electrochemical energy and who imprison their minds within an artificial reality known as the Matrix; the world is in them.

This movie and its sequels are so popular, I believe, not just because of a great story, fantastic special effects and Keanu Reeves, but because it vibrates in harmony, so to speak, with what we intuitively know to be true, that the world really is in us (mind) and not the other way around.

The Universal Creative Force has been working on this (the matrix) for a long, long time; since "*The Twelfth of Never*," actually, per the song of that title composed by Jerry Livingston and made an international hit by Johnny Mathis.

Look how far we've come with artificial intelligence, CGI (computer generated images) and unbelievably real holographic projections in just a few decades of computer play.

Extrapolate from that what the Creator could do in no-time, time immemorial; I would think that a holographic image created by it in mind would be so overwhelmingly convincing that the facade would be thought to be real.

If we are empowered to think "through" this medium then, again, the supreme law of life, "**The Things We Think and the Things We Think We Experience are One and the Same Thing**," really is the clay from which we mold experience.

In *A Course in Miracles* it is suggested that we surround ourselves with the environment we want to protect the image of ourselves that we have made, and the image (of ourselves that we have made) is part of this environment.

What we see while we believe we are in it, the environment, is seen through the eyes of the image (of ourselves that we have made), but images cannot see, this is mind at work, the matrix (the real one).

Accordingly, "Whatever the mind of man can conceive and believe, it can achieve," thank you, again, Mr. Stone.

How then, you might ask, would be the best way to proceed with this learning/thinking your way to success thing?

The spontaneous fulfillment of desire will require of you knowledge of how things work. This can only be gained, as said earlier, by paying attention to life, by reading instead of watching sitcoms, or by listening to instructional audio recordings while driving or exercising instead of always the radio and commercialized

broadcasts, or by using your time and energy during free time in goal-achieving activities and not solely stress-relieving activities.

The interesting thing about this is that at some point, goal-achieving activities become stress-relieving by means of desires gained.

When you pay attention to life, life will pay attention to you. "With time and practice", said Depak Chopra in a fantastic audio, *The Spontaneous Fulfillment of Desire*, "you will learn to see the world in ways you never thought possible, full of magic and miracles fulfilling your hearts desires."

This audio can be gotten for just a few dollars at Audible.com. It can be uploaded to your computer, iPad or phone and listened to everywhere you go.

This is where I'd like to advise you to start, or continue, if that is the case, a journey through life and work filling your tank with fuel that will get you to where you want to go and prevent your ever having to experience "Topping Out" just to get you to pay attention to life.

Enough said for now.

Be Courageous.



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