

## Plain Talk by Al Lewis

### Making it Big in Real Estate.

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#### Welcome.

**To Make it Big...** in real estate we must think of ourselves as entrepreneurs. An entrepreneur is a person who independently organizes, manages, and assumes the risk of a business or enterprise: a go-getter imbued with the qualities of an independent business owner willing to risk loss in order to make money. What sets an entrepreneur apart from the crowd is the will, courage and recklessness to do this.

At its core, entrepreneurship is a mind-set, a way of thinking and acting like an independent contractor that relies on self-direction – *You won't see nobody dare to try to boss or toss him around; no fat-bottomed, flabby-faced, pot-bellied, baggy-eyed bully'll boss him around!* – from the Soliloquy by Rodgers and Hammerstein, Carousel 1945.

Entrepreneurship is a lifestyle, a journey, you might say, of creating and building something out of nothing underscored by a positivity that enables an entrepreneur to see beyond the day-to-day challenges and roadblocks that blur the sense of self-empowerment they work to engender and the mission or aim of their business; always moving forward, they persist knowing these will come into focus sooner than later.

Entrepreneurs are fatal optimists, sometimes persisting in an endeavor

when trusted people, partners, advisors, things and circumstances suggest or indicate they should quit.

Sometimes this is best, but usually not; you see, the people, partners and advisors suggesting a walkaway are not “entrepreneurs” but merely people, partners and advisors and can't think from the end like an entrepreneur. Unfairly, they profit when the entrepreneur, in the end, succeeds and boast of both their advisory and investment foresight.

If, like an entrepreneur, being in full control of your destiny is important to you, then all of the challenges associated with striking out on your own are but a small price to pay to get to where you want to go in real estate.

**Strategy vs. Support** / The above definition of entrepreneurship seems to sum up entirely the multilevel activities of a real estate agent. Where, might I ask, in the above do you find the word “support” ever mentioned even once! Support is antithetical to the entrepreneurial spirit, it is a handover of responsibility for self, self-reliance, to another.

I have steadily interviewed agents for one opportunity or another for more than four-decades, virtually weekly this whole time. I have been contacted by and spoken with many thousands of licensees. The most common reason agents respond to advertising for this or that, cited,

even, during their first comment in conversation with me is the desire for support (lacking, of course, in their last engagement). They jump ship (change brokers) time and time again seeking support, but they have it all wrong, this is not where success starts or ends and this is why by doing this, jumping ship, they do not find success again and again.

There's no such thing as “Support” in real estate. What nonsense. A broker has a legal responsibility to supervise an agent's activities subject to real estate law, but that is not support. If a broker or real estate company trains, all's well and good, but that is training, not support. If a broker advises you about this or that, that is advice, not support. You come into the world alone and you leave it alone; in between you list and sell real estate alone. How well you do this and the level of production you achieve is entirely up to you made manifest by the strategies, tactics and actions you, alone, adopt and employ.

“Do it for me,” is the want underlying an agent's search for a company and broker that provides support; when a broker doesn't do that, but instead says, “Do this,” disappointment reigns and the search continues. Maybe, this is why 80% of new licenses leave real estate – never to return – within two years' time of getting their license. The support mongers – the franchises that bring

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people into the business by the thousands – cannot live up to the promise; no way, no how.

**“There's your desk, there's your phone, now you're on your own,” goes the saying. Think strategy, not support.**

The mere word “agent” implies entrepreneurship, independence, self-reliance. In real estate, an agent has an express or implied authority to act for another so as to bring the other, the principal, into contractual relationships with other parties for the lease, purchase or sale of real estate. The agent is subject to the control of the principal by no means other than that implied by a fiduciary responsibility to act in good faith for the benefit of the principal. Agency implies independence, self-reliance, the authority to act as one sees best.

Agency is a business! Get this to get going. Maybe, like entrepreneurship, it requires a mind-set as defined above that agency is a business whose mission is to enable an agent to transform this ghost of an idea, being an agent, into practical applications that earn money.

**How to Do This** / Think strategy, not support. A strategy implies a plan of action designed to achieve a major overall aim carried out by oneself, not others; it is a To Do List followed by tactics and action. If you want to list and sell at the “Top” of the market, you need a strategy for doing this and practically nothing else.

### **Principles, Strategies and Tactics. The Rules.**

**Principles** / A principle is a fundamental truth or proposition that

serves as the foundation for a system or belief or behavior or for a chain of reasoning leading to some wanted result. Principles always work in accordance with the conditions provided for their fulfillment (1) Strategies (2) Tactics and (3) Action.

**Strategies** / A strategy is a plan of action or policy designed to achieve a major overall aim; it is the art of planning and directing overall operations and movements of one kind or another. Strategies always work in accordance with the conditions provided for their fulfillment (1) Tactics and (2) Action.

**Tactics** / A tactic is the action derived out of a carefully planned strategy to achieve a specific end; it is the art of organized operations executed with clockwork proficiency and regularity. Tactics always work in accordance with the conditions provided for their fulfillment (1) Action.

We at Real Estate Professionals World Enterprise Marketing, our associates, affiliates, marketing partners and licensees have two strategies founded on principles, and two sets of tactics we execute to fulfill each to get to where want to go in real estate.

**The First...** is our twelve-step luxury home sales and marketing program set forth in an elaborate oversized foldout and forty-five page, full color portfolio aptly called the Seller Services Portfolio. They both are pictorial displays of the (1) Principles and (2) Game changer strategies we employ to turn slow-sale real estate (usually an expired listing) into fast-sale real estate presented to sellers in-house as (3) Talking Points.

These and a smaller version for infield use, The Listing Book, outline the principles such as The Secret of Success and The Money Door upon which our fast-sale marketing strategies are structured chapter-by-chapter, and game changer programs such as our proprietary World Outreach and Sale by Auction programs, but not the tactics for implementing them.

The action-oriented tactics relative to each strategy and program are outlined within a multi-paged, full color Fast-Sale Marketing Worksheet: a detailed marketing program personalized for each house listed. This is not published or distributed anywhere outside our personal use of it in-house with sellers because, essentially, it is our secret weapon for both gaining listings and marketing the listings gained week-to-week until sold.

**The Second...** Is The Wealth Agenda and the 50/50/50 for Fifty Plan: Our strategic marketing plan for getting in front of sellers to present the Seller Services Portfolio, Strategies and Tactics we execute to get them to where they want to go with the sale of their property.

The high-end listing break-in strategy for marketing partners new to our program follows this pattern:

(1) We select fifty sellers that own a home that experienced an expired listing within a time-frame of nine-months past that have not yet re-listed (2) We call on these fifty in person to talk real estate and once contacted (3) We follow-up these fifty to develop relationships that will lead to a program look over (a listing presentation) when the time to go back on the market comes again (90% re-list within nine-months) and (4) It is our objective

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by doing this to list and sell enough properties within a twelve-month period to add up to an average income of \$50,000 a month or, even, \$1,000,000 a year annual income (plus) for you alone.

We each set our own goals, of course, but these are my goals for Associates, Affiliates, Marketing Partners and Program Licensees wherever located that work with me. Also, this is what is meant by “**Making it Big**” in real estate. Do this concurrently or alongside whatever it is you are now doing to generate listings and sales to grow status and wealth you can bank on.

The principles upon which this strategy and its tactics are based are that (1) Real estate for listing agents is a go-to business and not a come-to business (we go to them, they do not come to us) and that (2) It is relationship-oriented activity that leads to the creation of a pipeline of sellers that will list with us individually like Aunts, Uncles and Cousins without undue effort, cost or time to achieve when they decide to sell.

*Too simplistic!*, you say or question. Let's do the math:

How many homes priced at, well, let's just say \$3/Million – with a 3% commission going to the listing agent upon their sale and closings – would you have to list and sell annually to earn \$1,000,000 in listing-side only income? Just eleven.

I do not think of myself as Mr. Big Shot real estate man in any way, shape or form; but having said that, it's my personal experience that I can list 90% of the lead-relationships I create per The Wealth Agenda within one year following a first contact. That's 45 of 50.

I would expect the same 90% of

you, but what if you were only, say, 25% as successful as I in the field: still, that would be the eleven listings mentioned gained and sold and an average annual income of \$990,000.

This, I think, is a good start but what if you just aren't up to it, you might be thinking.

Okay, get this, every agent has the potential to do this because they only need follow-up contacts with which they have an affinity for:

**A mutual likeability that virtually ensures a program look over when the time to put their “expired listings” back on the market comes ‘round again.**

**People do business with people they know. This is compounded many times over at the top of the market.**

Following an initial success listing two or three properties considered to be priced at the high-end of the market – maybe \$2/Million to \$3/Million each – why not jump to listings priced at \$4/Million to \$5/Million, then \$5/Million to \$10/Million and so on and so forth; sitting unsold, expired, the sellers that own these properties need our program more than ever, but can't take advantage of it until “You” let them in on what we have to offer.

Once listings are gained within any particular community, locale, area or neighborhood, it is the listing agent's choice to pursue strategies and tactics that differ from the break-in strategy to establish themselves as a local area representative by means appropriate to that end.

Understanding the Principles, Strategies, Tactics thing is fundamental to working with intelligence and not time and money to get to where you want to go in real estate

and it is fundamental to developing an entrepreneurial mind-set that does not let setbacks or disappointment of any kind alter or deter you from achieving your wish: to be “Successful” in real estate.

**Principles appropriately translated into strategies, and strategies appropriately translated into tactics, and tactics appropriately translated into action always result in success. It is mandated by creation itself.**

If a political candidate wants to win an election, he or she has to have strategies about how to win and means (tactics) for doing it. This is just common sense. When marketing a product, whether self or service, you need to know how things work – the principles that underscore your strategies and tactics – just like a politician must have a grasp of the issues important to their constituents.

Defined principles, strategies and tactics are the things that will keep you focused. Vendors of multitudinous eye-catching products, programs and media attack you daily with business enhancing products – essentially strategies and tactics sure to double, triple or quadruple your business – but most are not based on principles that validate the activity and thus time and money are wasted by agents that pursue them.

Competitors have the same influence on you. Essentially, “if they are doing this or that then this or that must work, why else would they be doing this or that,” goes the reasoning. Copycat marketing is the surest and fastest way to spend your time and money on fruitless activities that strip you of resources like, maybe, copycat betting in Las Vegas. Try that and see what you end up with.

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When considering some product, service or activity relative to listing and selling real estate, always check it against the principles that underscore success in real estate and time-tested strategies and tactics for actualizing them in your experience. This will keep you clean.

There is no real art to marketing. Get that out of your head and stop thinking you need to be creative to be successful. Everything works at least a little bit, but what works a lot are strategies that put you on the playing field in front of sellers with portfolio in hand talking real estate. Ignore this at your peril.

### **The Wealth Agenda.**

To make it big in real estate we, each, must have an agenda for doing this: A Wealth Agenda.

A Wealth Agenda is not business plan. A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and an outline for reaching those goals within a specific time frame like one, two or three years. When owners or managers of an existing business seek to undergo a major change, a business plan is often required because partners, banks and investors will look for a return-on-investment within some specified time.

A business plan is all about the future and not the present. If we want to experience growth now, we have to be thinking about now and not the future; but plans lead to the future you want to experience, I know, is the comeback. Why would you negate a good plan, the planning process or a person making plans, you might think or ask?

**Here's Why...** A good, well thought-out business plan is the

root cause of procrastination. I, for example, have a self-justifying ego and think I am smart. When I make the effort to create a well thought-out business plan I know the finished product is the full culmination of my wit and intelligence. I then conceive a timetable (future plan) for its implementation: next week, this year, over the next three years or longer, etc.

When the time comes to begin, I pull the plan out, look it over and realize that I am smarter now than I was then (at the time I made the plan) and that some parts of the plan must now be rethought, rewritten, re-planned and rescheduled. After doing that, I conceive a timetable (future plan) for its implementation: next week, this year, over the next three years as said and organize for beginning again.

When the time comes to begin, I pull the plan out, look it over and, well, you know, I go through the whole process again. This sometimes goes on until the excitement over some idea that motivated me to write a plan, in the first place, has just faded and gone away. We've all done this, haven't we?

An agenda, on the other hand, is all about now. An agenda is a list of activities in the order in which they are to be taken up and completed within a specific time frame of short duration: today or tomorrow; before noon, for example; or from 2:00 pm to 5:00 pm, etc. It is a list or outline of things to be done and may also be called a docket. An agenda, which is basically just a To Do List, sidetracks the ego and its desire to reflect, plan and project by its present moment, task oriented requirement of completion.

**The Wealth Agenda /** If establishing or expanding a Luxury Homes Division or selling at the "Top" or high-end of the market has been on your mind for a while, working in Partnership or Affiliation with me as an affiliate of Real Estate Professionals World Enterprise Marketing is a shortcut to getting there, for doing it now without having to go through a long, costly learning curve and start-up period to find success. Start at the top in as little as one- to two-weeks' time and stay there.

Success, it has been said, is found on the far side of failure. In Partnership or Affiliation with me for listing and selling at the "Top" of the market, you, your associates, colleagues and team will bypass that curve completely.

### **Realtors**

#### **How to Grow a Secure, Renewable Retirement Fund in Thirty-Days' Time.**

#### **The Thirty-Day Retirement Plan.**

Have one good month with me listing and selling at the "Top" of the market and put a half-million dollars into your bank account.

Every agent every now and then has a great month. You know what I mean by this: two or three or four closings in one month.

My best "day" in forty-years of trying was twenty-three closings on one day; three or four closings a month every now and then among active agents is common.

Do this in the high-end on properties priced from \$2/Million to \$10/Million and one good month can set you up for life.

Imagine closing, maybe, two \$3/Million dollar escrows and two \$4/Million dollar escrows in one

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month's time and earning a six-percent commission on all. This comes to \$840,000. If you were on an overall 70/30 split with broker and partners, your take-home cash pay would be \$588,000.

Do it now, this year, and again each of the next five or ten years. Imagine that? You could, though, do this or something like it two or three times a year or more if wanted.

Do the math on a number of different scenarios and see if this doesn't motivate you to action?

Do it in "Affiliation" with me: a change of associate-licensee relationship is not required.

Nothing can stop you, not a wild bear, thief or thug, nothing except fear of the unknown, self-doubt and laziness.

### **Mental Equivalents.**

There's not a single philosophical or spiritual tradition the world over whether old world or new age that doesn't suggest the circumstances we see and experience in Life reveal the self-image and concepts we have of ourselves.

Accordingly, as we change the image we have of ourselves to a state wanted, the world we see and experience changes too in harmony with that which our change affirms; outer reality seemingly mirrors our imagination. This is called mutual-arising.

If – Clothes Make the Man – as the saying goes by changing the image he and others have of him, then the strategies, tactics and action plans you take on for listing and selling at the top of the market – That Clothe You – will transform you as well into the agent you want to be, engendering the experience you want to have. The rule of success at work here is this: One Thing Follows Another.

**Accordingly** / Multiply your market value and income a hundredfold by duplicating with me, as your guide, my highly successful program for listing and selling Custom Homes, Estates and Resort-Oriented Residences in the local market (your market) with local identification. Learn an easier, more pleasurable, more efficient way of getting and doing business at the top of the market. Easy, because I have laid the groundwork, developed the programs and executed them to fulfillment four-decades running. Get in to get going.

### **The Top Job in Real Estate.**

At this point you must be asking yourself how this is possible; how you can build a career in real estate listing and selling at the top of the market without doing the things everyone else does as shown above; how this can be done nearly cost free and within only thirty-days of starting.

The answers are found within a program introduction, job description and start-up pro forma specific to your locale titled: **The Power of One: The Top Job in Real Estate.**

To receive this, stop here and send a request by email direct to:

**[AILewisMarketing@gmail.com](mailto:AILewisMarketing@gmail.com).**

### **Request One.**

#### **THE POWER OF ONE**

**The Top Job in Real Estate  
Southern California**

#### **THE POWER OF ONE**

**Northern California / National  
International**

**The Detailed Article Specific to Your Locale will Define for You Exactly (1)** How to break-into and sustain listing and sales success at

the "Top" or high-end of the market under the umbrella of The Real Estate Fellowship and as an affiliate of Real Estate Professionals World Enterprise Marketing **(2)** It will help you determine your fit **(3)** It will define for you why this program is recession-proof, free of competition and Top of The Mark.

To be in the market with an entirely new "Listing Program" for listing luxury homes, estates and resort-oriented residences within only one-to-two weeks, merely follow the instructions at the back; you will have the – **Top Job** – in real estate substantiated by a lifestyle exemplifying balance and an income exemplifying wealth and status.

Talent and skill you have in abundance, I can assume this, but they must be channeled to be of value in the marketplace. To soar listing and selling real estate at the top of the market you have to have a story that makes you interesting, not a run-of-the-mill franchise rubber stamp, but a standout persona that satisfies the demands of a high-end selling situation worth paying attention to.

In affiliation with me and Real Estate Professionals World Enterprise Marketing you will have this. You are a concerto in the making, a large scale musical composition for a solo instrument accompanied by an orchestra, play your music and be recognized.

### **Opt-In Now.**

If you wish to be happy in the world, you must sooner or later begin the process of translating that wish into worldly terms.

When you opt-in you make a conscious choice in favor of life as opposed to its opposite, opting-out. You start asking "What do I want

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to do?” instead of “What do they want me to do?”

People like to box you in, to measure their success by your failure, but when you turn the box inside-out the wheel turns and you become a benchmark for their limitations instead.

It is my mission to help you say “Yes!” to life, to show you all the shortcuts relative to our work in real estate, and to help you get your piece of the pie.

**Thank you.**



Al Lewis  
Broker/Mentor  
Marketing Professional  
Since 1975

Professional Marketing  
by Means of Our Standalone  
Advertising Agency.

Real Estate Professionals World  
Enterprise Marketing

Professional Sales by  
Means of Our Top of The Mark  
Real Estate Company.

Real Estate Professionals  
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