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North America's Leading Real Estate
Coaching and Training Company™

The Real Estate Rehab Report

by Mike Ferry

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“The Real Estate Rehab Program” doesn’t sound very positive nor does it sound very exciting, but like any rehab program there are times when individuals have to face the facts and commit themselves to changing their behavior. When I first introduced the idea of Real Estate rehab there were two very different responses ... one was, “I can’t wait, when do I begin, let's get started” and the other was, “Who do you think you are telling me I need to go to rehab.” I think the second group missed the boat as to what I wanted to accomplish.

After reading about the various rehab programs that are available to people like ourselves who are experiencing various problems, I am aware of the fact that “rehab is designed to make somebody healthier both physically and mentally.” Our rehab program is designed to make you “healthier in terms of productivity and profit.” If the last couple of years in Real Estate have taken a toll on your production and financial health, then our Real Estate rehab program can be of great value.

Again in studying various rehab programs, whether it is something as difficult as drug or alcohol addiction, I have been told that the success rate is many times very low because “changing habits and behaviors is much more difficult than we like to believe.” So we are not going to ask you to go through a 30 or 60 day "Real Estate rehab program.” We are going to ask you to go through a six month to one-year rehab program so you can solidify and change any negative thoughts that you have or ineffective work habits you have and become better at what you do. We at The Mike Ferry Organization certainly are not trying to become Dr. Phil, but believe me, we know how to get Agents to produce if the Agent is prepared to “commit” to this program that creates production. So here's what I am proposing to you for the “Real Estate rehab program”

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to stabilize your financial health in 2008. Oh by the way ... there will be somebody reading this Report right now who will be terribly offended, angry and upset because I am suggesting a Real Estate rehab program ... here's my advice to you ... G.O.I. For the rest of you, enjoy the opportunity to create new financial health.

1. In any rehab program it always starts with the word "admission." To me admission means first that we allow ourselves to be admitted to a program and then second, making the decision to admit that we have a problem with our production and we have to do something about it. As a Real Estate Agent this can revolve around anything from admitting that we did not adjust to the market conditions quick enough ... to admitting that we don't know how to price homes in this market ... to admitting that we let the negativity of the market run our lives ... to admitting that we haven't been working as hard as we should to conquer this market ... to admitting that our egos can be so big that we can't take advice on how to improve. Remember any type of rehab starts with the word "admission." First, admitting yourself into a program, second, admitting that you have a production problem and third, admitting that you have to receive advice on how to change it. Let's all start by admitting to ourselves that we have room for improvement in terms of production and income.
2. Maxwell Maltz stated that it takes 21 days to change a habit, or to change one's behavior ... After being involved in the sales training and Coaching field for the last 32 years, I simply do not believe that. The second step in the Real Estate rehab program revolves around committing to a specific length of time that you are going to spend changing your behavior so you can become better at what you do in terms of listing and selling Real Estate. It seems that many rehab programs are "30 days in length" and I personally have a hard time

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believing that unless the individual is incredibly motivated, it's going to be hard to change their behavior in 30 days. In the Mike Ferry rehab program, each of us has to admit that is going to take at least six months of in-depth thinking and real hard work to change some of the Real Estate sales behaviors that we have so we can increase our production. Look at how short a six-month period of time is as compared to how long you will be in business and the incredible results you can get by changing your behavior.

3. “One day at a time” ... One of the most difficult challenges in developing new work habits is accepting the fact that we have to do something very specific every single day until the new habit is deeply engrained in the subconscious mind and our muscle memory. It's very important that we all understand that there is no magic answer ... no magic formula ... or a magic pill we can take to become more productive. This is no different when trying to lose weight or getting into better physical shape. If you want to lose weight, you don't go on a diet for one day and expect to see results, nor do you go to a gym for one day and expect to get in shape. In both cases you know that you have to work every single day on the problem you have to deal with or the opportunity you have before you to improve results. Remember it's one day at a time.

4. “If you fall off the production wagon for even one hour ... stop and get back on track immediately.” Being an independent contractor gives you many unique rights ... most of which work against you. For example, you can fall off your production schedule today and because you are not being monitored as you would be if you were in a real rehab program, you can suddenly be off your schedule for days, weeks, even months ... and nobody knows. In Real Estate rehab, you

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have to be completely conscientious of each hour of the day and what that hour means to your long-term business so you don't let the drama of emotions run wild. The moment you sense, feel or see yourself behaving in a way that is off-track, stop and get back to work.

5. To maximize the Real Estate rehab program, we have to build a small, strong support group that we can talk to everyday and in some cases, several times a day when we feel the urge to go back to our non-productive habits. In a real rehab program, each participant is given a sponsor and that's the person you call when things get a little tough or when you are down mentally or have a severe problem. It's the person you call who will knock some sense into your head and keep you on track. At this moment each of you has one of these "sponsors" and most of you have two. You have me as the Head Coach for The Mike Ferry Organization and you have your personal Coach. Take advantage of the situation.

6. "Blind faith" ... When you get on a commercial airplane, as nervous as you may be, you have blind faith that the pilots know how to fly the plane and that the airplane will work. If you are going into surgery you have blind faith that the surgeon knows what they are doing and that you will soon will wake up in better health. By being involved in our Coaching you are exercising blind faith that we are going to teach you things to help your production and not ask you to believe in things that will hurt you. Driving your car almost any time of day requires blind faith ... that some crazy person is not going to run into you. One of the hardest things for people to accept is that everything can improve and will improve ... can get better ... and better and better. We just have to have a little belief in ourselves and what we

can accomplish and accept the fact that everybody is working to assist you.

7. Part of our Real Estate rehab program is our willingness to recommit everyday to solidifying some of the work habits that we have ... that are good ... and developing some new, solid production habits. Since it takes at least 21 days, and in most cases 6 months to a year to develop a new habit, why not spend the time today re-reading your goals and more importantly taking action today between now and the end of March 2008, so you can see a difference in your business.

8. “Set very realistic ... very specific ... production goals for January, February and March 2008.” Rather than take on the entire year today, let’s start by taking on the first quarter with as much energy and enthusiasm as possible. Let’s commit 110% to making this 90-day period a productive and profitable time for us and remember the two key words “realistic” and “specific.”

9. Have a defined step-by-step action plan for accomplishing your goals in the first quarter this year. What are the 5-10 specific things you have to do to accomplish the goals you have set? For example ... work daily on some small thing on developing a new discipline ... follow your morning schedule at least 80% for the next 90 days ... practice your scripts for 30 minutes a day, every day. What should you have on your action plan that are doable and achievable and will lead you to better results by the end of March?

10. "Commit to doing something extremely productive every single day during January, February and March of 2008 so you can have the lifestyle, the business the production and income you want for the year." It isn't always going to be easy and it isn't always going to be fun ... but it will always be productive.

As I stated before, most people enter rehab with great intentions ... an absolute desire to change their behavior ... they are going to make their life work this time. As we both know, although the intentions are good, the results many times are not because they won't keep after whatever it is they need to accomplish.

I am only asking for 90 days from you. Do not under any circumstance allow yourself to fall off the program.

Mike