



The Mike Ferry  
Organization

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

*Who's Coaching You?™*

***“Yes ... You Can Do  
100+ Deals a Year!”***

***By Mike Ferry***

## ***“YES, YOU CAN DO 100+ DEALS A YEAR!”***

I believe this statement as much as I believe anything ... and my job today is to convince you that you “can do” 100+ deals a year also. Don’t stop reading ... don’t let negative thoughts into your head ... don’t say this report applies to someone else ... don’t say out loud or even think you can’t do it ... **BECAUSE YOU CAN!** Others have learned how ... others are building their businesses at this time ... others are doing it as you read this report ... so we both know that it can be done!

So ... here’s the big question ... *“would you like to sell 100+ homes per year, year in and year out?”* If the answer is yes ... read on. If the answer is no ... that’s okay, but let’s talk – you and I – about why not. I’m a pretty good salesperson ... maybe I can change your mind.

The good news ... for those that said yes: We’ve coached, trained, and assisted thousands of agents from all over North America on “how to do it” ... and we’ve watched with great satisfaction as they built their real estate careers.

“But, Mike, I’ve never even thought this way ... if I want to do 100+ deals a year, how and where do I start?”

Well, like everything else in life ... it starts with a thought ...you know what I mean ... just a little thought. “I could become a Top Producer ... I could become a Superstar ... I could become number one in my office, my company, or my town ... I could sell 100+ homes a year!”

How long did it take to read that quote ... a couple of seconds? See what I mean? It simply starts in a few seconds, with a thought. Here’s the best part ... I’ll bet you’ve already had these types of thoughts at least once ... right? Somewhere, sometime, for some reason, you’ve let your mind go for just a second or two and there was a thought. Maybe you’ve met an MFO-trained

Top Producer, maybe you've watched someone you know make the decision and do it. Maybe you've been at an MFO program and had a chance to spend some time with a 100+ producer. In any case, if you've never had the thought before ... you've had it now.

One of the most interesting things we know about 100+ producers is *“how much they have in common and how little they have in common.”* It really is a sharp, two-edged sword.

In most cases, they don't look alike, sound alike or even act the same. However, like any top professional person, they have certain behaviors, skills and patterns in common.

Whether it is a top surgeon, an attorney, an athlete, or a top schoolteacher ... they all have a **“STRONG COMMITMENT TO THE WORK THEY DO, THE PEOPLE THEY SERVE AND THE GOALS AND PLANS THEY HAVE SET!”**

This commitment goes way beyond ... “it sure would be great if this happened.” Their commitment is ... “this is going to happen by this time ... period!” It is the exclamation point at the end of the sentence that is critical because these folks know they have no other option but to go after and achieve the goals they have set.

You see ... it's all about the word “belief” ... 100+ producers believe in themselves, what they do, what they can accomplish and when it can be done. Sure ... they have doubts and probably lots of doubters ... that goes with the game of personal achievement. They just don't let the doubts or doubters take control of their mind for any given period of time.

“Believing” in yourself (a learned process) or self-belief is the most powerful tool you can develop or acquire ... and one of the primary differences between the “haves and have nots.” Question ... how do you

acquire belief? Well, it's not complicated, but it can be difficult, depending on the amount of time you're willing to commit to changing how you think about yourself ... and how you behave.

It always starts with goal setting. "I'm going to do 35 deals this year and in three years I will close 100+ transactions!" Once a person thinks of the goal, then writes it out and starts reading it to themselves on a regular basis ... the mind becomes activated and starts to work toward achieving the goal. You see, it all starts with the thought.

### **BELIEF**

The following are additional steps you can take today to create a stronger, more powerful belief system.

The next step in creating this "belief" is to start working now on the plan for what you'll do to get the 100+ deals per year in the next 2 to 3 years. Let's make a list ... what do you know today that's going to help you? Who do you know today that can help you? What do you need to know ... what scripts, dialogues, techniques, and work habits do you have to either sharpen or acquire? Come on ... start making the list now. Write out some of the steps you think you have to take and put a target date next to each one ... then go to work. Start the process as soon as possible. Once a month, critique your plan, and start making the necessary adjustments.

Third, form or join a mastermind group ... a group of individuals who have like goals, attitudes or intentions. Be open with the group as to your goals and ask for guidance or help ... and give advice when asked. Be an active participant, not an observer or onlooker.

Next in building your belief system is to start using affirmations daily that revolve around the goals you've set and the steps you have to take to achieve them. Remember that an affirmation is using the process of

“affirming” in your subconscious and conscious mind the things you want to do and accomplish. Remember that if you repeat a negative thought into your mind on a regular basis that you are also “affirming” the negatives versus the positives.

Fifth in building your “belief system” is to start a daily reading program. Books ... the foundation of knowledge. Read books on self-improvement, biographies of other successful people, books on how the mind works. The more you read the more you pour powerful, positive thoughts into your mind. You can’t have too many good thoughts ... as they always lead to personal growth and 100+ deals per year.

Sixth, start listening to and absorbing some of the powerful CD’s and DVD’s that are available. They all have positive messages that are designed to build your mind, your skills and your confidence. It is important to listen to skills DVD/CD’s, as they will give you the scripts, dialogues and techniques required to get you to 100+ deals per year. Each day look carefully at how you can put these ideas into action.

Next, we at The Mike Ferry Organization offer a wide variety of sales skills development seminars. Each of these programs will enhance your progress and increase your confidence ... as well as keep you on track for 100+ closed deals.

Eighth, make a conscious effort every day to practice using a positive attitude in every situation you are involved in. Everything we’ve mentioned in steps one through seven is designed to keep you feeding positive, belief-building thoughts into your mind and keep your mind working towards your goal. This may be the toughest step in building belief ... because so much of the world around us is simply not very positive. With this thought we have to remember that there will be people who do not support you in your quest for 100+ deals ... don’t let them get to you. Remember ... 100+!

Last thought on “belief”: If you are not involved in our One-on-One Coaching Program, you should join ASAP. Why ...? Because we’re going to spend every week building the skills, knowledge and the mindset of a 100+ producer. Go to [www.mikeferry.com](http://www.mikeferry.com) and look carefully at our coaching.

As you can see, building the belief system is a vital part of the process of achieving the goals you’ve set for yourself. If you already have an abundance of self-belief ... still do everything outlined above, because it will not only make you stronger but might lead to 200+ deals!

**“BUT, MIKE ... SHOULD I DO THIS?”**

Why not? Yes ... you need to spend some time looking at “why” you should make a commitment to become one of the top ½ percent of all Real Estate agents in North America. The reasons for this commitment are many and valid.

We know that the number one motivating force in all people is “recognition”. Recognition is important to everyone and spurs many people on to great success. Maybe, as we said earlier, you’d like to be recognized as the top agent in your company or marketplace. There’s certainly nothing wrong with wanting recognition, having your ego satisfied, or being known for having something very unique.

The second great motivator of people is “security”. Building a large, productive, profitable business does create security for an individual. Remember the axiom ... “knowledge equals power and ignorance equals fear!” Knowing you can do a tremendous amount of business gives an individual a tremendous edge over the competition as well as providing security.

The third great motivator of all people is “money” ... income. You’ll notice it is third on the list, but it still provides for great excitement and motivation for people.

So, which of the three rings your bell, turns you on? Go ahead and be honest ... pick one ... or pick all three. Somebody reading this report is going to say, “I want to do 100+ deals because ...!”

Remember, we started this report with the thought that making a commitment to the goal of 100+ deals is one of the critical aspects of attaining this goal. Today there are somewhere between 1.6 and 2 million agents in North America who are doing between 1 to 3 deals per year per person. That is an obvious lack of commitment to the business, the customer or to themselves. Let’s work on a strong commitment so we don’t fall into that trap.

Okay, let’s go back to you. Why should you take on such an ambitious endeavor? Well, how about the personal satisfaction of being able to say that “you’ve done it”! How about the financial and material rewards for your family? Here’s a thought ... how about spending the next three years building your business ... taking good care of your money ... and then selling your business. Financial independence is something that everybody wants ... and certainly something that can be attained by you over the next three to five years. The money will be great and certainly be a worthy accomplishment ... but, keep in mind that the money comes as a “result of the service you offer other people”.

Expand and improve the quality of service and the money always follows ... you can’t stop it. You may have heard me say, “there is a direct correlation between the money I earn and the service I offer.” This means that if you don’t have the money you want today, people either don’t want the service you have to offer or you simply can’t control your spending ... both of which are correctable.

## **HOW LONG WILL IT TAKE?**

This is probably the question that I get asked most often. The answer depends on where you are today in terms of production ... where you are in terms of skills ... and how badly you want to get there. Don't forget belief and mindset as you look at time. Obviously if you are doing 75/80 deals a year, you can get to 100+ a lot faster than a person who is doing 20/30 who has made the same decision.

Let me state a rule of thumb to you. You can add 20/25 deals to your production by following the MFO Sales System carefully. So depending on your production today, it won't take long to "figure out" how long it is going to take.

"But, Mike ... can I get there faster?" Yes and no! It depends upon so many things, including what you have to learn, the amount of discipline, energy and time you are willing to put in. Has it been done faster than stated? Of course. Do I see it happen faster often ... no! Relax and enjoy the ride. You've got time on your side!

## **THE 100+ PLAN**

We're going to break it down into a lot of little steps ... each of which is critical to the overall plan. So, let's begin ...

1) Setting the goal for the next 12 months and writing a simple Business Plan to back it up. Once the goal has been set and the basic plan written, it is critical to share it with you closest friends and family. Then review your progress monthly or quarterly.

2) Set up an internal and external accountability system. You need to be constantly checking on yourself and you need to have someone on the side work to hold you accountable. Contact us if you're not involved in our Coaching, and get involved.

- 3) Create a daily schedule that is doable yet forces you to grow. Post it, keep it public and visible. Give everyone a copy of it ... it will keep you moving forward.
- 4) Remember that 75% - 80% of your day should be involved in prospecting, doing lead follow-up, pre-qualifying prospects, going on presentations and negotiating contracts. If you are spending less than 75% to 80% of your time on these, you are delaying the end result.
- 5) Develop a large (1,000 minimum) past client and centers of influence file. This will take time. Just add a couple of names per day and do the proper follow-up on your list.
- 6) Determine the number of hours you can commit to prospecting each day and determine how many contacts you are willing to make per day.
- 7) Determine who you are going to prospect to: past clients, centers of influence, FSBO's, expired listings, just listed/just sold are a few. Determine not only who, but how many of each, you are going to talk to per day.
- 8) Learn the scripts! Set aside time daily for working on the scripts. THEN practice the scripts every day for at least 30 minutes. Find 3 to 4 role-play partners ASAP.
- 9) Start tracking your numbers. Learn from them. Learn the ratios and what they mean. For example: The percentage of listings sold to buyer-controlled sales. The percentage of listings presented to listings taken. The percentage of listings to listings sold. The list goes on ...
- 10) Get involved in one of the MFO Coaching Programs ASAP.

Now, let's look at one more decision before we go to work. There are multiple ways besides the MFO System for getting to 100+ deals annually ...

and they are all being promoted all the time. My belief is the MFO System is the best and as you look at the following, I think you'll feel the same.

One way to build a business is to commit to mass marketing or getting them to call you versus you calling them. There are two fallacies to this idea. One, the majority of agents can't afford to spend the money necessary to become a "local celebrity in their community" ... it costs a lot of money. Second, the people that are doing so as you read this don't enjoy the profitability they deserve. And if you are in business, you should be maximizing your profit. Order the "***Profitability Report***" and "***The Truth About Marketing Report***" from my office.

Second, is to build your business through hiring, training and working with a series of Buyer's Agents. This again can lead to big volume and very small profits. There are two issues here: a) the percentage you have to pay the Buyer's Agents to retain them. (If you pay them too little they quit ... if you pay them too much, your profit shrinks) and b) the amount of staff (more expense) you have to hire to service the Buyer's Agents and the deals they do.

Third is to take on the "referrals only" concepts that are being taught today. What a great idea ... get 100% of your business from referrals. Here are a few questions to consider: Where are the referrals coming from? If you are a newer agent your database will be too small and if you are an experienced agent who never followed up on your past clients and centers of influence, can you really afford to not prospect and try this system? I don't think this is a very good idea.

Fourth, the commission cutting model. It's probably one of the most common used by agents today. "Undercut" the competition by charging less. Yes, it looks good to a seller for a moment, but the truth is ... a full-service system works best for both the seller and you. To offer full service requires income!

Fifth, developing the belief in yourself that you can do this and using the MFO Sales System!

Okay ... start over on page one. Re-read this report a dozen times. Make your list of what you're going to do 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc. Then start doing something tomorrow.

If you have not registered at [www.mikeferry.com](http://www.mikeferry.com), go online and do it now. If you have not received a complimentary coaching call register online for one or call (800) 448-0647 to schedule one. Also, we've produced a lengthy list of reports like this one. Call the office, ask for One-on-One Customer Service and we'll send you a package of great reading materials.

Okay ... it's up to you ... let us know how we can help.

Mike