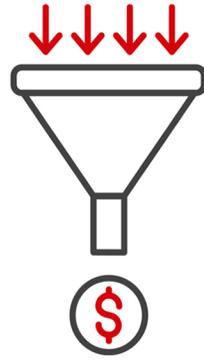


# REAL



# ESTATE

# PROSPECTING

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## TRISTAN AHUMADA

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Create a Million-Dollar Life  
Through Relationships, Online Leads,  
Technology, and Social Media

WILEY



REAL

ESTATE

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*To Janice, Aliyah, and Ansen.  
I do this all for you.*



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*Part I*

# **The Fundamentals**



# Attract More Business

In 2013, I was traveling by plane from Los Angeles to San Francisco. Although it wasn't a long journey, it was our family's first time flying. I had just accepted an invitation from Realtor.com to address a group of more than 10,000 real estate agents. A few thousand agents in the US and Canada were already using my systems and processes for converting online leads, and Realtor.com wanted me to show them all how to do it more effectively.

I glanced over at Janice, my wife, during the flight and leaned in to say, "Hey, this is all cool, but I'm not sure if this will be a one-time thing or if this will last. What do you think we should do with this opportunity?"

Janice replied, "I don't know, but what are you thinking?"

I quickly said, "I'm thinking of creating a blog. A place that I can write about how we convert online leads, with all the tech we use and the systems we have."

I was inspired by a real estate blog that had been popular at the time. It was called *Tech Savvy Agent*, and it was run by two of my friends, Chris Smith and Steve Pacinnelli.

What Janice said next challenged me, and it's one of the main reasons we make the best team. "I don't think so," she said. "Why don't you try creating a Facebook group? That could be great."

I gave it a serious thought for a while, but then I quickly rejected the notion. In actuality, it took me until October 2, 2014—nearly a year later—to launch the Facebook group that served as the catalyst for the entire movement.

The lesson here is to always check to see where the bigger opportunity is with what's trending. The saying by Wayne Gretzy, "Skate to where the puck is going, not where it has been," has some merit.

When I first started Lab Coat Agents, I had no idea it would grow to be the world's largest online real estate agent community. I created it to assist real estate agents all over the world in boosting their bottom line through technology, processes, tools, and systems, as well as by providing advice that isn't out of date.

Here we are again. Although the world is changing quickly, most people still use antiquated methods of communication and collaboration with clients. While there is nothing wrong with doing some things the old-fashioned way, the key to progress is to do those things using modern technology. I want you to start thinking about attracting business instead of just hunting for it.

The majority of you are familiar with the meaning of prospecting. It's a phrase that describes what gold miners would do to find gold and is used in sales, mainly real estate. Most people associate the word negatively, so I want to change the image that comes to mind when you think of prospecting. I want to give you the road map, the tools, and the exact things to do so when you think of prospecting, you think of it in a new way. Prospecting should really be called "attracting."

How are you going to go out and attract people to work with you today?

Instead of calling people and forcing them to talk to you by using an outdated script or going out every day to spam them, you are calling people to connect with them and help them. Because you offer value, people are drawn to you. This is the foundation of the prospecting I teach.

It's not you going out to work your ass off to find the next person to work with. It's you going out there to show those you connect with the value you have so they can choose to work with you.

You've heard the sales term, "Every day you start from zero." Well, not with what we do. Every day you need to show up, but you don't start from zero. You start with the number of people that already love you and show up for you. Your job is to show up for them and keep attracting more people to your brand.

The majority of people dislike this method of doing business because it actually requires a lot of time and effort to develop relationships. Growing your influence takes time. It takes time to approach situations with values-driven ideas. This is how you develop a genuine, long-lasting business—a business that you can look back at a few years from now and know that you are leaving a legacy rather than just another business that will die off when you step out.

Although it took me years to launch Lab Coat Agents, the impact I had on the sector by consistently providing value was enormous. We encountered some incredible people along the way. In fact, when my wife and I made the decision to turn Lab Coat Agents into a legitimate business, we teamed up with my friend Nick Baldwin and expanded it even further. Lab Coat Agents has allowed my wife and me to grow companies like A Brilliant Tribe and Drunk On Social (a special thank you

to Jeff Pfitzer), and now I have multiple partners in and out of the real estate world.

I want you to attract more business.

This is where you start.

I call it “Real Estate Prospecting.”

# **Environment and Finding Your Strength**

**W**hen you start in real estate, you find that most companies tell you what to do. They outline a set of things you need to do. They call it “real estate prospecting.” This includes making a list of the people you know and calling them, doing open houses, door knocking, making cold calls, and other similar activities. This is, in fact, how I started. It was May 2004. I had just gotten my real estate license, and I had one month left to graduate from college. The day I received my license, I went door knocking.

I printed out some flyers and knocked for six hours straight. I quickly realized that door knocking and being dressed up in a suit with dress shoes was not going to work for me in the summer California weather. The next thing I was told to do was to pick up the phone and make cold calls to neighborhoods that I wanted to work in. I started in real estate in my early twenties, and most of the people I knew at that time were not looking to buy a house because they couldn’t afford it yet. I had two things going for me though, my background was in telemarketing/sales, and my mom had a great database.

I worked hard, and I got lucky. Luck was on my side because I had practiced how to talk to people for years prior. Through

high school and college, I was trained in selling ink cartridges, windows, and a few other telemarketing jobs that forced me to excel at tonality and dialogue. I know most agents I talk to don't have the training, and you don't need it. The mistake that is made most often is the brokerage.

The brokerage or team you go to will outline the activities you need to do to be successful in real estate without taking into consideration all that you are great at already. Most of the things you are told to do to succeed in real estate actually work, but they don't work the same for everyone. The missing factor is your strength.

***What are you great at?*** Think about it. Take a moment to think about why people love being around you. Take a moment to think about what types of people gravitate toward you.

Do you find yourself at the gym often? Are you a runner? Do you love playing pickleball? Do you have a meetup group to play Dungeons and Dragons? Do you belong to student/parent groups? Do you have a reading group?

I need you to think deeper. You already have a set of skills that can be applied to real estate, but no one is helping you close that gap. What makes real estate different is you.

What about you?

My 11-year-old son needed some help outlining some great qualities of his so he could write a good persuasive paragraph for getting elected into student council.

I had him grab an index card to outline his great qualities, and that helped him complete the paragraph.

Have you taken the time to outline what you're amazing at?

When you focus on what you're great at, you gain momentum, you see quicker progress, and in most cases, you find a groove to grow into the next version of yourself.

In the words of Peter Drucker, one of the greatest business writers of the 20th century, “We need to know our strengths in order to know where we belong.”

You are the key factor in the success or failure you will encounter in real estate. People will be attracted to working with you, not because you follow a specific set of scripts that were used in the 1980s. You won’t succeed by showing up at open houses and hoping that people will want to work with you. It takes effort on your part to showcase your authenticity through the value you choose to give to the audience you want to attract.

What I’m about to tell you in the following sentences is the key to changing your life for the better, faster and in ways you have only dreamed about. I have to thank my wife, Janice, for this as well. I’m naturally an introvert, but she literally has to kick me out of the house to connect with people and go to events. If you know me well, you know how hard it is for me to leave my cave at home.

One thing that I’ve found to be an often unspoken truth, an actual law of life, is that *your beliefs will dictate your behavior*. When you think about it deeper, you will agree with that sentence, but I want to tell you how to begin to change your beliefs. It’s not easy, and it starts with challenging how you look at life.

The greatest sales books always start with the mindset and how important it is. It’s important to have a strong mind that focuses on opportunities, but before you can think about success, you need to be exposed to it. Let’s talk about that exposure. This is how you begin to change what’s possible and how you begin to think differently.

Consistently attending industry talks, events, and mastermind sessions with people doing things at a higher level than

you are key. When you are able to see what is possible, you begin to believe that things can change. For me, it started with my first event that I ever attended, which was a Tony Robbins event in 2006. I saw what others were achieving, what was possible, and what I could do differently to grow. In 2009, I attended a huge Keller Williams event that helped me to think bigger.

I sat in the audience as I heard agents talk about what they were doing to succeed. There are countless different ways to succeed at such a high level. I remember being inspired, and more importantly, I believed it was possible for me to achieve greater success in real estate. I made a plan for the second phase of my real estate business. Up to that point, I had already had massive financial success in real estate, but I needed to see what else was possible. The key was talking to people who had done it already or ones that were currently achieving it. This was hard for me because I feel out of place in big rooms with a lot of people.

There's a second part to being exposed to awesomeness. It's not just in person, but you can do it with books, podcasts, webinars, and social media. Read books that can show you new ways of succeeding in real estate, listen to podcasts that can enlighten you about what's happening in real estate, and watch things that can keep your mental and real estate skills sharp.

This, above all other things, must be a priority in your life. Who you surround yourself with in this world will determine how you think, what you think about, and what you do with your thoughts. It's the determining factor to your success. It is what economists would call leading indicators in the financial world. If we apply this to your life, then the leading indicators to your success in life and in real estate will be how many

quality events you attend, how often you talk to high achievers, and how much information you consume that pertains to real estate and bettering yourself. The consistency and combination of this will make you quite uncomfortable because it will change how you operate. It will change your beliefs, which will change how you think, and this will change your actions.

Success isn't only about achieving financial success. We have all seen people who are wealthy but hate their lives. It's about making sure that every day you show up for yourself, so that you are better this year than you were last year. How often you show up for yourself will determine your success in life. Let's talk about how to create this in your life.

**Tech**

Audible

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