

**The Issues In Between Earn a Million and Net a Million**

**Leads**

1. Sustaining a solid lead-generation program that emphasizes marketing and consistently increases the number of leads.
2. Tracking and converting leads through others.
3. Protecting your lead-generation focus time.
4. Weighing your options—the process of discovering what works and doesn't work for you.

**Listings**

5. Knowing the minimum number of seller listings you must list each month.
6. Listing the minimum number each month.
7. Getting sellers to accept the team concept.
8. Consistently marketing your seller listings for more leads.

**Leverage**

9. Making the time to learn and implement R/T/C/K (the Recruit/ Train/Consult/Keep process).
10. Hiring “capacity” vs “cul-de-sac” talent.
11. Achieving accountability to the right standards.
12. Creating teamwork with “rock and role.”
13. Combining quality service and quantity service.

**Money**

14. Sticking to the Budget Model and controlling your costs.

**You**

15. Staying focused on the 20 percent.
16. Counterbalancing your life to maintain your energy at a high level.