MILLIONAIRE
REAL ESTATE AGENT™

The Systems Documentation Model of the Millionaire Real Estate Agent

Step Take out a notepad and write down all the things you do as bullet points. Leave nothing out. It will be a long list.

WHAT I DO:
- Answer phone
- Show homes
- Create ads
- CMAs
- Open houses

Step Then break that list into six to twelve key categories.

CATEGORIES:
1. Communications
2. Buyers
3. Sellers
4. Contracts
5. Marketing

Step Now, each of those categories gets its own page, and your job is to copy all the activities from Step One under the appropriate category headings here.

COMMUNICATIONS
1. Answer phone
2. Handle e-mails
3. Handle faxes
4. Make calls

Step Place all those "category" pages in a three-ring binder with tabs for each category and a table of contents.

OPERATIONS MANUAL

Step Five Next, go to the first tab and for each item under it create a new page with that action as a heading.

OPERATIONS MANUAL → COMMUNICATIONS
1. Answer phone
2. Handle e-mails
3. Handle faxes
4. Make calls

→ Answer Phone → Handle E-mails →

Step Six Now, take each "action" page and detail exactly how you want that item done.

Answer Phone
1. No more than three rings
2. Answer by saying, "_____"

Step Lastly, add the appropriate forms, scripts, and dialogue examples behind each action page.

Congratulations, you've just created your Operations

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