

# Put It All Together

## Individual Exercise

### “Scavenger Hunt” Quiz

Now it's time to test what you've learned. For this quiz, use your *SHIFT* book to find key sections and answers. Be sure to write down the page number(s) where you found your answers.

**Time:** 20 minutes

1. What is *SHIFT* really about?

The \_\_\_\_\_ needed during a \_\_\_\_\_ market that will sustain real estate careers through all times.

2. The Law of Equilibrium states that the \_\_\_\_\_ in a market determines the number of \_\_\_\_\_ in that market.

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3. The two actions real estate agents must take personal ownership of are \_\_\_\_\_ and \_\_\_\_\_.

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4. The number one determinant of *thriving* is \_\_\_\_\_, but the number one determinant of *surviving* is \_\_\_\_\_.

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5. What are the six core competencies of a business?

1. \_\_\_\_\_, capture, and \_\_\_\_\_ to appointments.
2. Present to \_\_\_\_\_ and \_\_\_\_\_ and get agreements.
3. \_\_\_\_\_ buyers and \_\_\_\_\_ sellers.
4. Write and negotiate \_\_\_\_\_.
5. Coordinate the \_\_\_\_\_ to closing.
6. Manage the \_\_\_\_\_.

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6. What are the three steps for identifying your lead source zone?

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7. What are the two Ms of lead generation?

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8. What three things will you do during your lead generation time block each day?

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9. What are the three C's of the lead conversion process?

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10. When converting leads, what are the six connection questions?

1. \_\_\_\_\_ are they?
2. \_\_\_\_\_ do they want or need to do?
3. \_\_\_\_\_ do they want or need to do it?
4. \_\_\_\_\_ do they want or need to do it?
5. \_\_\_\_\_ do they want or need to do it?
6. \_\_\_\_\_ do they plan to do it?

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11. What are the ten classic closes?

1. The \_\_\_\_\_ Close
2. The \_\_\_\_\_ Close
3. The \_\_\_\_\_ Close
4. The \_\_\_\_\_ Close
5. The \_\_\_\_\_ Close
6. The \_\_\_\_\_ Close
7. The \_\_\_\_\_ \_\_\_\_\_ Close
8. The \_\_\_\_\_ \_\_\_\_\_ Close
9. The \_\_\_\_\_ \_\_\_\_\_ Close
10. The \_\_\_\_\_ \_\_\_\_\_ Close

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**12.** What are the three components of the internet lead generation model?

1. \_\_\_\_\_ and \_\_\_\_\_ Internet Presence
2. \_\_\_\_\_ for Traffic
3. \_\_\_\_\_, Connect, \_\_\_\_\_, and Close Leads

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**13.** What are the seven maxims for pricing in a shifted market?

1. Be a student of your market—\_\_\_\_\_.
2. Focus your main comps on actives—\_\_\_\_\_ and \_\_\_\_\_ may already be out of date.
3. Be a student of your property—\_\_\_\_\_ them so you understand what is \_\_\_\_\_ and why.
4. Keep your \_\_\_\_\_ as current as possible—let your ongoing research do the talking.
5. \_\_\_\_\_ for motivation—sellers who most need to sell, sell most often.
6. \_\_\_\_\_ ahead of the market—to avoid chasing it.
7. Always secure \_\_\_\_\_ in advance—to avoid falling behind the market.

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**14.** What are the four strategies to overcome buyer reluctance?

1. \_\_\_\_\_—The Hazards of Timing the Market
2. \_\_\_\_\_—The Opportunity of a Down Market
3. \_\_\_\_\_—Narrowing the Field
4. \_\_\_\_\_—Get While the Getting's Good

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15. What are the three areas of creative financing?

1. Creative Things \_\_\_\_\_ Can Do to \_\_\_\_\_ Their House
2. Creative Things \_\_\_\_\_ Can Do to \_\_\_\_\_ a Home
3. Creative Things \_\_\_\_\_ Can Do to \_\_\_\_\_ a Transaction

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16. What are the three markets of the moment?

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17. What are the six bulletproofing the transaction issues?

1. \_\_\_\_\_ and Repairs
2. \_\_\_\_\_
3. \_\_\_\_\_ Approval and Funding
4. Other Contingencies
5. \_\_\_\_\_ Agent
6. Deadlines

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18. What are the two timeless bulletproofing strategies?

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**\*\*Bonus Questions\*\***

19. Act your \_\_\_\_\_.

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20. Success never comes to the chosen few, but to the \_\_\_\_\_  
who \_\_\_\_\_.

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