

## If the majority of your answers were, “I’m Bad At It”...

You are on the real estate hamster wheel. Many agents step on it because we are just trying to keep up with all the details of a real estate transaction. We put our blood, sweat, and tears into this transaction, but after closing the stark reality soon hits: “I let go of prospecting while I was closing this deal.” The next couple of months will be tough.

Inconsistency in activities is one of the biggest problems in the real estate profession. What would your business be like if you had a constant flow of good prospects entering your business? This idea may feel impossible but it’s not.

Start Here

Which prospecting systems are you good at? \_\_\_\_\_

How can I make that system run even when I’m busy? \_\_\_\_\_

The date you will launch your system is: \_\_\_\_\_

The date I will review to ensure my system is working is (*should be about 6 weeks after launch*): \_\_\_\_\_

At **The Strategic Agent®** we have a system designed specifically for real estate agents. First, we help you understand specifically the causes of your frustration (*i.e. focusing on the wrong things, taking unqualified prospects, etc.*). Secondly, we design a system to help you grow. Third, we improve your skills by providing tools that help you become competent and confident. And lastly you learn strategies to get control of your life.

These steps will move **your** business forward with confidence.  
Is that *right for you*?

## If the majority of your answers were, “I’m Trying”

Congratulations, you are doing lots of things right. You have some systems and work on your skills but there are still frustrations in your business and areas that need some work.

Here’s the thing...you still have not hit the sweet spot in your business. The “sweet spot” is that place here you are thriving; systems are running, there’s a consistent flow of prospects, and you have time to enjoy life.

How do you find the sweet spot? An honest evaluation of your current business, a willingness to learn and change, and dedication to prioritizing important actions.

### Start Here

Review the questions from the quiz and identify which areas are you strongest.

How can you make these stronger? \_\_\_\_\_

Which areas is there the greatest opportunity for growth? Identify 1 action you can take that will make an impact on your business. \_\_\_\_\_

That’s what we do at **The Strategic Agent®**, we help you complete and review a business analysis that shows you the places or strength and improvement in your business. We establish a plan so you can focus on the areas that will help you reach your goals, and we help you create competency through training.

The **benefit** to you is having the business you imagined when you started. *Sound good?*

## If the majority of your answers were, “I Rock”

**You are doing great!** Your systems are working and you are doing those activities that you do best. *Congrats!*

The hard part of rocking is consistently rocking. Maintaining this high level of productivity is hard work. Life happens and it's easy to get knocked out of the flow or sometimes you just get flat bored.

### Start Here

Review the questions to identify which areas of improvement would create a significant result. For example: should you start doing Facebook Lives, or should you create a strategy to raise your price point?

My one area of concentration should be:

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At **The Strategic Agent®** we help agents like you continue your growth trajectory by establishing new goals and by challenging you to tweak your processes. This market changes all the time and keeping ahead of the process is important to staying engaged.

What we do is examine your business to identify tweaks. Help you find markets and strategies where to expand and provide skills to you and your team.

Someone at your level understands that **constant and consistent growth and improvement** is the game...*right?*



**Jo Mangum**  
CRS | GRI | SPS | SLS  
Trainer, Coach, Author

*Educator of the Year 2015*

Working in the real estate industry since 1993, Jo found that the only thing more fun than working with clients with their real estate needs was helping agents and managers accelerate their success through training and coaching. Today, she has written over 30 classes, developed two designation programs, written an award-winning book, *Pushy – Can I be a Top Salesperson and Still Keep My Friends?*, and was named the 2015 Educator of the Year. More importantly, Jo has made a positive impact on 1000's of agents.

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