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Please feel free to join our private, online journaling community. It's an amazing place to figure out who you really are in an environment that is private, safe and extraordinarily supportive.

State of Affairs:

Describe most of the agents currently in your office:

Describe your ideal recruit:

What percentage of these ideal recruits do you currently have in your company?

What are your recruiting challenges?

How do these challenges affect you personally?

Have you given your agents the adequate tools and training to be Top Performers?

YES or NO???

IT'S NOT THAT AGENTS DON'T KNOW WHAT TO DO TO BE SUCCESSFUL → THEY'RE JUST NOT DOING IT!!!!

What separates Top Performers from everyone else?

What do Successful Real Estate Companies really sell?

1. _____

2. _____

How do you, as a broker, provide that critical, yet elusive service when you don't even know what your agents are thinking?

WHAT YOU FOCUS ON GROWS

Thoughts → Beliefs → Expectations → Results

Lessons...

1. As a broker, **YOUR** Frame of Mind is critical to the recruiting game.

If you see your agents in a negative light - you will attract more of the same to your company. Lazy agents breed lazy agents. Scared agents breed scared agents. Paralyzed agents breed paralyzed agents. Successful agents breed successful agents.

What you do with your thinking is half the battle.

2. Your job, as a broker, is to lead by focusing exclusively on what is right and good in your company. Your mandate is to create a vision of the culture of your organization and to share it with clarity and passion.
3. If you are not helping your agents take care of their thinking, your company is only functioning at half mast. Asking them to journal their thoughts will help you to understand the thoughts and beliefs that are standing in the way of their, and ultimately your, success.
4. There is a competitive advantage that is currently untapped in the real estate industry. To build a company that sells two products... real estate and personal development. Will you be the first in your market to take advantage of this strategic opportunity???
5. Journaling changes thinking.

Recommendations:

1. Go to www.frameofmindcoaching.com to sign up for your free online journal and start exploring your own thinking and see what is interfering with your ability to consistently recruit the best agents in your market.

2. Journaling exercises:
 - a. Sit down and identify what is right and good about each of your existing agents. Write it down. Share it with them. Focus on that exclusively - encourage it to grow.

 - b. Spend some time describing, in writing, your ideal recruit. Role-play your interaction with them. Imagine that they heard about you from a friend or colleague and want to join your team - what would they say about you? Write that down too.

 - c. Describe the culture of your company - what are you known for as a team? Why do people choose to list with you? What's so special about your company?

3. Create an online journaling community for your company that truly helps agents work through their personal barriers to massive success. www.journalengine.com makes it easy to do.

Principles of Thought Management:

1. What we focus on grows.
2. Our thoughts create our beliefs, our beliefs form our expectations, and our expectations drive the results we get.
3. It is the human condition to always look for evidence to support our beliefs.
4. We can be right or we can be happy. We need to choose one.
5. The way we feel is an indicator of the direction of our thoughts. When we feel anything negative, i.e. bad, sad, mad etc., our thoughts are pointed away from what we want. The way we feel is our GPS and provides a guide for us about whether or not we are headed the right way.
6. I am responsible for the way I feel. There are many times when I use others as my excuse for feeling miserable. I am aware that I am doing this when I feel miserable and I am blaming someone else. The same thing applies to circumstances; circumstances don't dictate the way I feel. The way I perceive circumstances dictates the way I feel. The way I perceive circumstances is my choice.
7. There are many things that we cannot control. We cannot control the weather, the economy, politics, our employees, our life partners, or even our children for that matter. There are two things we can control: the way we feel and the way we think. Our job is to take responsibility for those two things.
8. When we feel bad about someone, we are focusing on the things we don't want to see about them. What we focus on grows. If we want to feel better about someone, then our job is to focus on and imagine the things we do want to see and begin collecting the evidence of those things.
9. All circumstances, events, and interactions are gifts, but only if we are prepared to see them as such and uncover the magic they bring.
10. We are not our thoughts. Our thoughts are separate from us. As such, we can choose the thoughts that dominate our attention. We can also trade up to better thoughts, one thought at a time.