



**2010 Summit: The New Rules of Real Estate
Setting and Achieving Your Real Estate Goals for 2010**

What is Goal Setting?

- 1.
- 2.
- 3.
- 4.

1. What was your real estate goal for 2010?
2. How did you do in achieving your goal?
3. When were you planning to start?
4. Why didn't you achieve it?
5. What have you already set out to achieve for 2010?
6. How are you going to do it this year?
7. When are you planning to start?
8. Why will it be different this year?

**FUTURE INTENT
DRIVES CURRENT ACTION**

- Future Orientation
- Goal Orientation
- Action Orientation
- Mastery Orientation

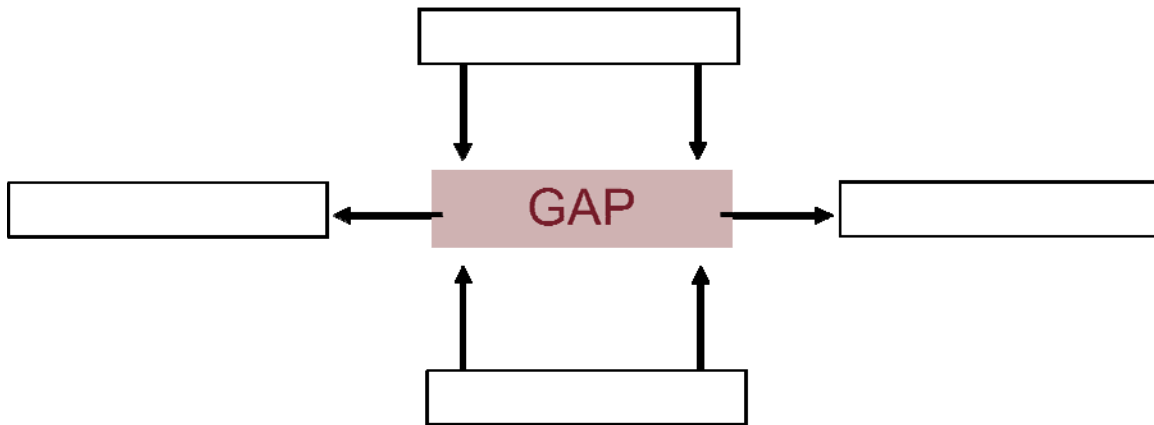
4 Traits of Highly Successful Salespeople

Harvard University Study on Goal Setting

- Only ___ % had written goals
- ___ % had goals, but not in writing
- ___ % had no goals

Ten Years Later...

- People with goals, but not in writing earn _____ as much as those with no goals.
- People with written goals earn on average, ___ times as much as the other _____ of the graduates.
- The only difference *clarity of written goals.*



Goal Orientation

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Ten Goal Exercise

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

S.M.A.R.T. Goals

S.
M.
A.
R.
T.

Re-write your Goal or Major Definite Purpose

Goal Orientation (review)

- 1. Decide exactly what you want. Be specific.**
- 2. Write it down. It's a blueprint**
- 3. Set a deadline.**
- 4. Make a list of everything that will help you achieve your goal**
- 5. Organize the list by sequence and priority**
- 6. Take action on your goal and your plan**
- 7. Do something every day on your major goal**

Mind Storming Exercise

Goal (Major Definite Purpose):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

GOAL (Major Definite Purpose):

Strategy 1. _____

TACTICS (ACTION STEPS)	TARGET DATE

Strategy 2. _____

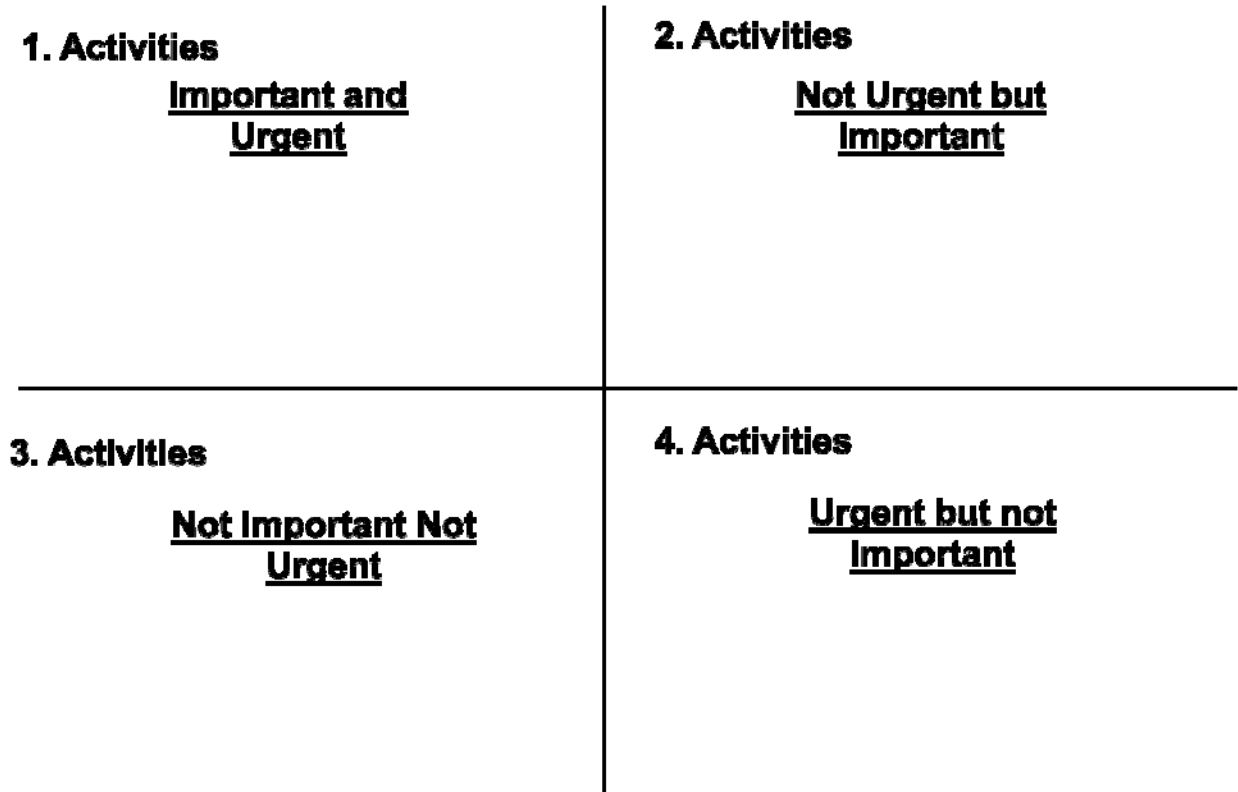
TACTICS (ACTION STEPS)	TARGET DATE

Strategy 3. _____

TACTICS (ACTION STEPS)	TARGET DATE

Action Orientation

THE GREATEST ENEMY IN LIFE IS THE PATH OF LEAST RESISTANCE



The Rule of 3:

What three things pay you 90% of your income?

- 1.
- 2.
- 3.

Measurement

- Am I on target toward my goals?
- How often should I review my goals?
- Do I need to adjust or modify?
- Has my situation changed?
- Who is holding me accountable?

Mastery Orientation

What is the one skill that if you were absolutely excellent at it, it would help you the most in achieving your goal?

Repetition is the mother of Mastery:

- 1.
- 2.
- 3.
- 4.

REVIEW: What is Goal Setting?

A formal process where you define targets to achieve and commit to outcomes

- Creates long-term vision for you and your business
- Provides motivation to complete your task
- Helps you decide how to focus your resources
- Provides the map to reach your destination

*The single most powerful predictor of success is **COMMITMENT***