

You are a business owner. People are constantly contacting you to buy things from them. And more rarely, you are contacted by someone interested in hiring you. It's part of the deal.

Now, you don't buy everything anyone tries to sell you.  
And, you don't work with everyone that calls for business you either.

**And that's good.**

But here's a question when you ARE planning to buy/work from/with or recommend someone:

**Are you doing your due diligence?**

due dil·i·gence

*noun*

LAW

1. reasonable steps taken by a person in order to satisfy a legal requirement, especially in buying or selling something;  
a comprehensive appraisal of a business undertaken by a prospective buyer,
  - o especially to establish its assets and liabilities and evaluate its commercial potential.

We think we are good judges of people, and we may be, yet today's Mindset Call is a reminder to do your research before getting involved in something that could cost you time, money, or something even more valuable. Your reputation.

How many of us have been contacted out of the blue from a company promising something great?

How many of us have been contacted by a stranger wanting us to meet them at an unoccupied home?

How many of have vendors that want you to recommend them? What about when we ask others that don't really know us to recommend US??

**Let's hear some of your experiences so we can all learn something more.**

Here is are a few examples:

- We all know the importance of checking out potential buyers/sellers before we meet with them at homes, right? Too many times we've seen people who have not with tragic results. I certainly have chosen NOT to meet someone when I couldn't find information in advance. Have you? USE YOUR GOOGLE... it's easy. It's free. And it just may save your life.
- We are constantly being asked to recommend others and we're pretty careful about that... but even we make mistakes. Many of you joined us in trying out a new lead source for people who had inherited property... and it was a dismal failure. We knew the guy selling it. We tried it first and the logistics of it worked great. Yet, thousands of dollars invested and hundreds of hours of time netted just 1 sale.  
Bummer.

• Here is another that followed close on the heels of that one... in which we upped our “due diligence” factor: Mike and I were contacted by a guy who gave us this signature in his email. (I’ve removed the 2 links).

Nick R

Creator, [The 7-Hour Book](#)

**Want your own book...in 7 hours?**

Sounds great right? Write a book in 7 hours! Heck... I want to do that! Awesome!

Yet... It sounds too good to be true. And THAT alone is a Red Flag. Trust your instincts. Red Flag? UP the due diligence.

If you went to those 2 links, they are the same page. It’s what’s known as a “sales page”. The ONLY thing you can do on this page is fill out information for him to contact you. Another Red Flag.

I never filled it out and don’t know what would happen if I did... nor do I know how he found us. He wouldn’t say.

Regardless of my NOT filling out his form online, he pursued us (great follow up!) for several months for just an appointment to talk with us. *He did this because he wanted to get on our weekly call to talk to YOU.*

I tried to get more info before setting an appt with him, but to no avail. Other than a podcast he sent me (after many requests for more info) and another one I found organically online on YouTube (it’s also a podcast with a photo only), I couldn’t find any info on the guy or his company. There were a few testimonials from people I could never find when I searched for them.

I expressed that concern when he called again for an appointment. He said he didn’t use those things (social media, websites, etc.) and his clients were all private... and all would be clear when we talked. Hmm...

Eventually we scheduled a zoom meeting with him (again, he did amazing lead follow up) that I expressly said he would need to screen share and show us what he does and give us a lot more details.

He came to the call with no camera and no way to screen-share... And immediately asked US what we wanted from HIM.

After a few questions about what he sells and our need for some 3rd party recommendations and to try him ourselves before we could possibly recommend him to clients or allow him to speak to you all... he quickly ended the call.

I don’t know for sure this guy is a scammer, but it’s highly suspicious. I contacted both hosts of the 2 podcasts. They know nothing about him other than they had him on their shows. THEY are both active on the web and I’ve asked what “due diligence” they did before hosting this fellow. **None.**

So a few things to look at here:

1. Just because you do great lead follow up, **your Presentation better be SPOT ON** to expect smart people (the ones you want) to buy from you/list with you.

2. Before you buy things, do your due diligence.

3. Before you recommend things... do it even MORE due diligence.

4. KNOW those people considering you are doing Due Diligence too and **you need to research yourself to find out what you find out!**

Google yourself and check EVERY PAGE. What do they say? Is it correct and complete?

Reach out to any quotes or testimonials on any of those pages and make sure those relationships are SOLID.

Get rid of any that are out of date or unneeded (like that FB page you set up for XYZ neighborhood and never kept up with).

This should be done each quarter as a repeating event.