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# SECRET STEPS TO SUCCESS





*How I sold over **\$300,000,000**  
in residential real estate"*

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Best Selling Author & Renowned Realtor

LET'S UNLOCK  
THE SECRET VAULT OF SUCCESS IN 4 STEPS

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# 1. DECIDE WHAT YOU WANT



## 3 Key Questions You Need to Ask Yourself:



- 1 — Where am I at now?
- 2 — Where do I want to be in 1, 3, 5, 10, and 25 years?
- 3 — Why?



## Develop your Life Map with my 5-Step Freedom Formula



### 1<sup>st</sup> Step — Develop the Right Mindset

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- Thoughts
- Feelings
- Actions
- Results



### 2<sup>nd</sup> Step — Develop the Right Personal Life

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- Physical
- Mental
- Family
- Business
- Financial
- Spiritual
- Relationships
- Lifestyle



### 3<sup>rd</sup> Step — Develop the Right Business Life

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- Level 1 = Beginner
- Level 2 = Solo Agent
- Level 3 = Admin Help
- Level 4 = Buyers Agent



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- Level 5 = Multiple Buyers Agents
- Level 6 = Listing Agent
- Level 7 = Multiple Listing Agents
- Level 8 = Manage your Real Estate Business i.e., you do not Buy or Sell
- Level 9 = Sell your Business



No Level is better or worse, its all up to you, as to what's the best fit for you at the time. There are plusses and minuses to all of the 9 levels.

#### 4<sup>th</sup> Step – Develop the Right Financial Life

- This starts with your first sale
- Then GCI (Gross Commission Income)
- Then progresses to Net Income
- Then to yearly saving of 10% to 25% of your income
- Then a nest egg of stock and mutual funds big enough that allows you to only work when you want.



#### 5<sup>th</sup> Step – Use The Freedom Multiplier

- **How much** do you want to earn per client in an ideal world?

**Example \$25,000**

- **Your Ideal Client.** If you could only get paid after the client got the results you promised, what characteristics would these clients need to have in order to make this challenge a no brainer for you to accept?

**Example:**

- Friendly and cooperative
- They know what they want
- They want to move within 60 days
- They are willing to buy or sell at market price



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- **Three Things** that you need to do for this client to ensure they get the end result they want faster and more significantly
  - 1 Price it Right
  - 2 Market it Right
  - 3 Get the Marketing to the Right Buyers
- **Number of Clients** . How many of these "Ideal Clients" would you need to earn TEN TIMES the revenue you're earning now?

**Example:**

- 40 clients x \$25,000 each = \$1,000,000
- **or**
- 20 clients x \$25,000 each = \$500,000



## 2. DEVELOP YOUR PLAN

(better yet... copy a proven one!)



🔑 What is your USP (Unique Selling Proposition)? \_\_\_\_\_



🔑 What is your message? \_\_\_\_\_



🔑 Why should a buyer/seller choose you? \_\_\_\_\_



**Three promises to my clients:**

- 1 I will always be on time
- 2 I will be brutally honest
- 3 I will always do what I say I'm going to do

🔑 What will you do for them? \_\_\_\_\_



**Three commitments I make to my clients:**

- **I will consult with you:** I'll make sure you make a wise decision for you
- **I will negotiate for you:** I'll treat your money like it's my money
- **I will andle all the details for you:** There are 381 steps in a real estate transaction, and you don't have to worry about a single one,I got it covered



**Bottom Line:** I will not let you down, I will get the job done for you

🔑 What premium results will you give them? \_\_\_\_\_



🔑 Here are 11 proven ways to attract premium clients - LEADS —  
(just choose the one that best fits your style and personality as each one of the 11could easily earn you over \$500,000 of income per year):



- 1 Current client conversations
- 2 Past client conversations
- 3 Personal Contacts Conversations (Top 100)
- 4 Business Contacts Conversations (Top 100)
- 5 Lender Conversations
- 6 Builder Conversations
- 7 Expired Conversations
- 8 Open House Conversations
- 9 Print Media Conversations
- 10 Online Media Conversations
- 11 Write and Mail 2 Thank You Cards a Day



## 3. WORK YOUR PLAN



**Key:** Call your leads: Have a conversation with them \_\_\_\_\_

**3 Components of every successful conversation:**

- 1 Thank You!
- 2 Offer!
- 3 Ask!!!!!!



**Key:** Initial Consultation: Meet with your potential client \_\_\_\_\_

- Mutual permission to reject
- Your 4 options
- Our purpose
- My 3 promises to you
- 3 Things I'll be doing with you and for you
- What's important about buying/selling a home to you
- My best advice is...



**Key:** Deciding if you want to work together or not \_\_\_\_\_

- Sign listing/buyers agreement



**Key:** Deliver premium results \_\_\_\_\_



**Key:** Celebrate the closing! \_\_\_\_\_



**Key:** Continue the relationship and create a happy, raving fan! \_\_\_\_\_



**Key:** Get client referrals \_\_\_\_\_



**Key:** IMPROVE your Time Management.... \_\_\_\_\_

i.e., start at working 60 hours, then 50 then 40 then 30 then 20, then 10



**Key:** Now Focus on: \_\_\_\_\_

- Proven Scripts
- Proven Dialogues
- Proven Pre-Listing IC materials
- Proven Listing IC materials
- Proven Pre-Buyer IC materials
- Proven Buyer IC materials






## 4. TRACK YOUR RESULTS, ADJUST AS NEEDED, AND CELEBRATE!




**Key:** Get clarity on what your results are going to do for you \_\_\_\_\_ 

- Review Freedom Multiplier exercise from “Your Vision”

**Key:** Are you getting the personal life you want? \_\_\_\_\_ 

- Physical
- Mental
- Family
- Business
- Financial
- Relationships
- Lifestyle

**Key:** **Evaluate:** If you’re not getting that, make necessary adjustments. You have to be happy with your personal life, your business life, and your financial life. \_\_\_\_\_ 

- Are you overwhelmed? Maybe you need to hire an assistant (or better assistant) or realtors.
- Do you want perfection yesterday on everything? Focus on ONE category at a time until it’s perfected.

**Key:** Expand as needed by **HIRING RIGHT** \_\_\_\_\_ 

**Create an Organization Chart and define roles**

- Admin 1st
- Buyers Agents 2nd
- Listing Agents 3rd
- Realtors (Buyers and Sellers)

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### How to Hire the Right Admin and Realtors



- **Create an Organization Chart and define roles**
  - Know what you want
  - Know what they want
- **Write and place an ad**
- **Respond to those inquiring**
- **Interview as a group...via a group style**
- **Hire**
- **Train**
  - Admin, daily morning meeting
  - Realtors, daily am meeting
  - It's OK to cut back once you are able to take weeks off at a time
- **Fire or retain**



### CELEBRATE DAILY!!! LIFE IS GOOD!



## JONATHAN'S STORY

**These 4 secret steps to success is how I went from \$0 to \$300 Million in sales in just a few short years!**

I've gone through all 4 of these steps and all 9 levels of being a realtor... from a beginner agent to solo agent to selling my real estate group in early 2014.

When I finally learned how to HIRE RIGHT, I successfully Hired, Trained, Mentored and Retained 4 outstanding Realtors, and from just these 4 great folks **I EARNED over \$1,500,000 of personal Net Income.**

**I'd love to teach you how to do the exact same thing!**

To sign up for a free Strategy Session, send an email with "Free Strategy Session Please" in the subject line to:  
[info@profitsandpassions.com](mailto:info@profitsandpassions.com)

## ABOUT JONATHAN ZABROCKI



Out of the 1.2 Million+ realtors in the United States, Jonathan is a founding member and ranked in **the top 42 of "The Fellowship of Realty Professionals,"** which is based in Colorado. This is the same company that conducts the "Wall Street Journal Top 1000 Realtors" survey each year. In order to be included on the Fellowship, you need to have served 1000+ families AND sold over \$300 Million in residential real estate AND done it in 10 years or less.

Over the past 13 years, Jonathan's systems and formulas have proven to sell homes **600% faster** than the average realtor and for 5.1% more money.

Time and time again, Jonathan's clients have stated that Jonathan has removed and/or reduced the stress on them because he is amazingly "3 steps ahead of the process."

Jonathan has been a featured guest on Bloomberg Radio and is a Dave Ramsey Endorsed Local Provider in San Diego, California. (Dave Ramsey has over 5 Million listeners per day on his radio show.) Of the 1.2 Million realtors in the United States, only 3 in San Diego have received this prestigious award, and Jonathan just happens to be one of them!

Additionally, Jonathan is a Zillow Premier Agent, Top Trulia Agent Pro, and is listed as one of America's Best Real Estate Agents by Real Trends.

Mr. Zabrocki has been featured in "Real Estate Experts Today" magazine. The featured article notes, "Industry leader, Jonathan Zabrocki is taking the real estate industry and turning it on its head."

Jonathan earned his BA in Economics in 1992 at Wheaton College in Illinois and is celebrating 22 years of marriage to his lovely wife, Katie, whom he met in college.

Katie earned her BA in Business and Economics at the same college, and now runs the Accounting department of not only Zabrocki Real Estate Group but also All Wise Buys Mortgage and Zabrocki Group Escrow.

Jonathan and Katie are the proud parents of four terrific children, Jamie (18), Connor (16), Grace (13) and Mary (6).

