

# 10 HABITS OF TOP REAL ESTATE AGENTS

## Consistency

It's the golden rule of real estate: consistency equates to predictability in business. Inconsistency leads to mediocrity.

## The Big 5

Elite agents live by the 80/20 principle. They focus on leads, appointments, negotiating contracts, practicing scripts and role playing.

## Lead Gen & Follow Up

Mastery in lead generation and follow-up is a hallmark of top agents. Stopping only when asked to do so or as a result of death.



## Live by their schedule

Top agents live by a meticulously planned schedule. They dedicate their mornings to lead generation and reserve afternoons for appointments and other tasks. This disciplined approach creates a steady influx of business and helps avoid the industry's notorious fluctuations.

## Leverage

They understand the power of leverage - in systems, tools, and people. And accept that a good hire can develop great systems and tools.

## Drive for Success

A burning desire for success, fueled by a purpose greater than personal gain, motivates these agents. They are driven by their Big Why.

## Embracing Challenges

Great agents succeed through their failures and understand that being above average requires getting comfortable with being uncomfortable.

## Feed their Database

Top agents not only maintain but actively nurture their databases by organizing them, feeding them daily, and systematically following up.

## Belief in Coaching

Just as world class athletes rely on coaches to make them better, top real estate agents understand the invaluable role of having a coach.

## Business Owner

They adopt the mindset of a business owner, focusing on building a robust, sustainable business that thrives in the long term.