



**ONE
TEAM
MOMENTS
OF TRUTH**

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National Conference

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LUXURY
PROPERTY
SELECTION

Harcourts
Foundation



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Run Your Business Like a Business

+ Kale Dunning

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What If Things Were Easier?




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What If Things Were Easier?



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What If Things Were Easier?

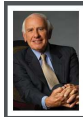


Anything worth achieving will require effort!

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Jim Rohn said:



"Don't wish it was easier wish you were better.
Don't wish for less problems wish for more skills.
Don't wish for less challenge wish for more wisdom."

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My Goal

Share three ideas to help you:

- Get MORE SALES
- Save MORE TIME
- Keep MORE MONEY

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My Assumptions...


1. This is your career.
2. You keep in touch with your database.
3. You actually enjoy this stuff!

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Get MORE SALES

- Track and Recognize Your Referrals
- Showing Associates



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Track and Recognize Your Referrals

*If you recognize others for your success, they'll want to be involved with it!

Question:
What is the absolute best type of client?

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Track Your Referrals

- Track your referrals all year.
- In December's database communication, give thanks to each of them for "their support & referrals."
- Be sure to rank top 3 and list the individual names!

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Track Your Referrals



Love

Personnel Members in alphabetical order:

Adler	Alan
Allen	Alan D. Soren
Allen	Chris & Annette
Allen	Barbara
Allen	Alan
Allen	Alan & Courtney
Allen	Alan
Washington	Conor
Wright	Michael
Wright	Michael
Wright	Willy & Ang
Wright	Michael
Wright	Willy & Ang
Wright	Michael
Wright	Willy & Ang
Wright	Michael
Wright	Willy & Ang

By the way, if you want me a referral this year and don't have your name here - please let me know! I want to thank you! Thank you and give you what makes sense to you.

Many Christmas and Happy New Year!

Wish you and your family all the best!

Wish you and your family all the best!

Wish you and your family all the best!

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Showing Associates

*Serve your client's needs, not your own!
(you're not as important as you think)

Question:
What is one of the most difficult things to schedule?

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Showing Associates

- Get your office's OK and find 2 - 3 "newer" brokers.
- Set the expectation with all your future buyers:
 - ✓ You will screen the houses...
 - ✓ Their schedule is most important...
- This give you that control over your schedule!

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Showing Associates

DUNNING SHOWING ASSOCIATE AGREEMENT

Task Description
The task description is to schedule and show homes to clients of Showing + Associates when the client broker is unable to do so themselves.

Showing Associate shall provide "above and beyond service" by:

- Agreeing to make the Showing + Associates meet dates.
- Schedule showing times and verify availability with all offices or listing brokers for the properties shown.
- Assist only to meet the clients at either the office or a specified location.
- Take a person to property, introduce them to the listing agent and make the client feel comfortable by using something like "I work closely with brokers at Showing + Associates and we are happy to help you and show homes today."
- Show the properties and provide any helpful information as the clients see the homes.
- Follow up with the Showing + Associates broker (not associate) first after the clients have received the real estate professional's consent of the offer.
- If the clients want to make an offer, attempt to contact the broker before proceeding.
- There are obligations to document whether the broker has written or a later time or, at least in all the manner, set in forward with listing the offer.
- Release "Agent Full" with showing results for each property shown for owner payment.

Compensation
Showing Associate shall be compensated as follows:

- \$40 for the first "show"
- \$20 per "show" after that (show meaning per property that the client is physically shown).
- 10% fee listing as accepted offer (after payment from Showing + Associates).

Contractual Obligations
There is no contractual obligation for either Showing + Associates or Showing Associate.

It is understood by Showing Associate that they are an Independent Contractor with respect to Showing + Associates and each Showing, Inc. and are not an employee of each Showing, Inc.

Party providing services (Showing Associate):

_____ (print name) _____ (signature) _____ (date)

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Save MORE TIME

- Prioritization
- Time Blocking



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Prioritization

*I lied! There is no actual way to get "more time."
(prioritizing is deciding what matters with the time you have)

Question:

What if your success should be measured by what doesn't get done?

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Prioritization

• Kale's List of Priorities (for work):

- | | |
|----------------------------------|-----------------------------|
| 1. Put a sale together | 6. Generate Leads |
| 2. Price adjustment on a listing | 7. Keep the sale together |
| 3. Listing presentation | 8. Plan and review (\$\$\$) |
| 4. Get buyers into houses | 9. Learn and grow |
| 5. Buyer presentation | 10. Rest and recover |

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Prioritization

• Four D's of Task Management

1. Delete – does this even help me reach my goals?
2. Delay – can this be done later with better stress?
3. Delegate – can someone else do this at 80%
4. Do – get the job done in order of A, B, C priority

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Time Blocking

*Pareto's 80/20 Principle + Parkinson's Law
(utilize the power of your subconscious mind)

Question:
Who decides when you start and stop working?

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Time Blocking

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7:00 AM					OFFENSE		
7:30 AM					PRE-MEETING		
8:00 AM						PERSONAL TIME	
8:30 AM		OFFENSE	OFFENSE	OFFENSE	CLIENT MEETING	EMERGENCY ONLY	
9:00 AM		MEETING CALLS	MEETING CALLS	MEETING CALLS	DEFENSE		
9:30 AM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT			
10:00 AM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
10:30 AM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
11:00 AM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
11:30 AM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
12:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
12:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
1:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
1:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
2:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
2:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
3:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
3:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
4:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
4:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
5:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
5:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
6:00 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		
6:30 PM		REVIEW/STRAT	REVIEW/STRAT	REVIEW/STRAT	DEFENSE		

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Keep MORE MONEY



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Keep MORE MONEY

*Money is not emotional – it is simply a tool.

Question:
How do you visualize your financial future?

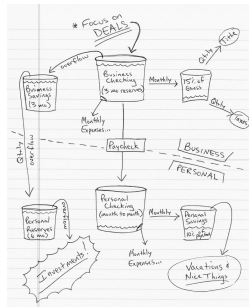
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“Buckets” of Money



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Thank You for Your Attention

*This “Harcourts Slide Deck” can be downloaded at:
www.DunningandAssociates.com
(click → “Resources” then look under Broker Tools)

Question:
• So what are you going to do now?

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Kale Dunning

Sent: Friday, March 4, 2016 7:01 AM
Subject: December's "Nice" List

Hi <name>, I hope that things are slowing down a bit and you are able to enjoy the holidays! In this spirit, I wanted to share with you my family's Christmas card this year:



More importantly, I wanted to wrap up this year by thanking you for helping make 2016 our best ever! Without you, my 100% referral based business wouldn't be possible. I'm truly grateful for your business, referrals, and support. With your help we became the #1 Realtor for Coldwell Banker Seal (in Portland and Vancouver) and are in the top 1% in the state of Washington!

We can talk about the real estate market and what 2017 will hold next month, but right now I wanted to specifically thank the following people for their referrals and business in 2016. I've already called Santa and told him that you should all be on the "really really nice" list... ☺

Top Referrers for 2016:

#1 – **Ben & Vanessa Huffman** (I can't thank you enough for your company referrals)

#2 – **Michael & Ashley Wright and Andy & Tami Wright** (always good to work with you gentlemen)

#3 – **Ryan & Alix Sutton** (thanks again guys!)

Lifetime Achievement Award – **Brian & Pam Misner** (for business and referrals almost every year)

Honorable Mentions in alphabetical order:

Aalto	Mark
Allen	Joel & Sarah
Allen	Chris & Annette
Alley	Samantha
Alvarez	Brian
Arn	Glen & Courtney

Willis	Scott & Carrie	
Wilson	Gabriel	
Wirfs	Dane	
Worster	Jason & Rennica	
Worthington	Corey	
Wright	Andy	(multiple!)
Wright	Michael	(multiple!)
Wyffels-Schauer	Willy & Peg	
Wyman	Chad & Amber	
Yarne	Gary & Stephanie	

By the way, if you sent me a referral this year and don't see your name here – please let me know! I want to ensure I say thank you and give you credit where credit is due.

Merry Christmas and Happy New Year!

+Kale



Kale Dunning | Real Estate Broker
 2105 NE 129th St, #105 Vancouver, WA 98686
 Tel: (360) 546-1085 | Fax: (360) 449-4453
kale@dunningandassociates.com



**If you have a friend, family member, or co-worker that would like to get this email each month, please shoot me back a quick message and we'll get them setup. On the other hand, if you do not want to receive your local real estate market information each month (or you want me to remove a specific email address), then reply to this email or give me a call and we'll make the change. No hard feelings, I promise.*

Task Description

The task description is to schedule and show homes to clients of Dunning + Associates when the clients' broker is unable to do so themselves.

Showing Associate shall provide "above and beyond service" by:

- Agreeing to abide by Dunning + Associates core values.
- Schedule showing times and verify availability with all sellers or listing brokers for the properties shown.
- Arrive early to meet the clients at either the office or a specified location.
- Take a minute to properly introduce themselves (with positive energy) and make the client feel comfortable by saying something like "I work closely with <broker of Dunning + Associates> and we are happy to help get you into these houses today."
- Show the properties and provide any helpful information as the clients view the homes.
- Follow up with the Dunning + Associates broker (text message is fine) after the clients have concluded the tour and provide a summary of the showings.
- If the clients want to write an offer, attempt to contact the broker before proceeding. Then use diligence in determining whether the broker can write it at a later time or, if time is of the essence, move forward with writing the offer.
- Return "Agent Full" with showing remarks for each property shown (to ensure payment).

Compensation

Showing Associate shall be compensated as follows:

- \$40 for the first "door."
- \$20 per "door" after that (door meaning per property that the client is physically shown).
- 10% for writing an accepted offer (after permission from Dunning + Associates).

Contractual Obligation

There is no contractual obligation for either Dunning + Associates or Showing Associate.

It is understood by Showing Associate that they are an Independent Contractor with respect to Dunning + Associates (and Kale Dunning, Inc.), and are not an employee of Kale Dunning, Inc.

Party providing services (Showing Associate):

(print name)

(signature)

(date)

Prioritization

- Kale's List of Priorities (for work):
 1. Put a sale together
 2. Price adjustment on a listing
 3. Listing presentation
 4. Get buyers into houses
 5. Buyer presentation
 6. Generate Leads
 7. Keep the sale together
 8. Plan and review (\$\$\$)
 9. Learn and grow
 10. Rest and recover

Prioritization

- Four D's of Task Management
 1. Delete – does this even help me reach my goals?
 2. Delay – can this be done later with better stress?
 3. Delegate – can someone else do this at 80%
 4. Do – get the job done in order of A, B, C priority

	<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
7:00 AM							
7:30 AM					OFFENSE: BNI meeting		
8:00 AM						PERSONAL TIME: Emergency Only	
8:30 AM	OFFENSE: notes, calls, face to face	OFFENSE: notes, calls, face to face	OFFENSE: notes, calls, face to face	OFFENSE: notes, calls, face to face	Client/Bz Meeting Defense		
9:00 AM							
9:30 AM							
10:00 AM	Bree (update)	Bree (update)	Bree or Class	Bree (update)	Bree (update)	Bree (update)	
10:30 AM	WAMs	Client/Bz Meeting Defense	Client/Bz Meeting Defense	Client/Bz Meeting Defense	OFFENSE: notes, calls, face to face	CLIENT UPDATES seller update calls, sale update calls	
11:00 AM							
11:30 AM							
12:00 PM	DEFENSE: offer negotiations,	A+ / Bz LUNCH	A+ / Bz LUNCH	A+ / Bz LUNCH	A+ / Bz LUNCH	*A+ / Bz LUNCH	
12:30 PM							
1:00 PM	CMA prep, email responses, put out fires	DEFENSE: offers, CMAs, emails, fires	DEFENSE: offers, CMAs, emails, fires	DEFENSE: offers, CMAs, emails, fires	DEFENSE: offers, CMAs, emails, fires	PERSONAL TIME: Emergency Only (CLIENT TIME: only and must be approved by Kale)	PERSONAL TIME: Emergency Only (CLIENT TIME: only, must be approved by Kale AND Kelly)
1:30 PM							
2:00 PM							
2:30 PM	*CLIENT TIME: listing appts, closings, buyer meetings, inspections, showings	CLIENT TIME: listing appts, closings, buyer meetings, inspections, showings	CLIENT TIME: listing appts, closings, buyer meetings, inspections, showings	CLIENT TIME: listing appts, closings, buyer meetings, inspections, showings	CLIENT TIME: listing appts, closings, buyer meetings, inspections, showings		
3:00 PM							
3:30 PM							
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM	HOME	HOME	HOME	HOME	HOME	HOME	
6:30 PM							

* if no other time available

* Focus on DEALS

