

The West Coast Offense for Real Estate Checklist

1. Develop your leadership philosophy
2. Include keystone habits that create small wins
3. Focus on up to three wildly important goals
4. Act on your lead measures
5. Keep track with a compelling scoreboard
6. Create accountability with weekly mastermind calls
7. Start the weekend with a Friday wrap up call
8. Boost team performance by throwing contests
9. Talk to your accountability partner every day
10. Schedule consistent recruiting and retention calls
11. Prioritize the top 7 items on your list with a clear timeframe
12. Stick to your monthly commitments
13. Know your daily tracking sheet
14. Provide shock value to the agent holding the open house
15. Start a book club with your team
16. Write handwritten notes
17. Maintain your charisma by role playing