

The HUSTLE to 100

The Strategies & Mindset to WIN the Challenge

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WHO AM I?

- ✓ **Years in Business - 10**
- ✓ **Market – Texas: Fort Cavazos (Hood) & North Austin**
- ✓ **Broker Associate | Team Lead**
- ✓ **2022 PRODUCTION**
Volume Closed: \$23.1M *84 Units
Average PP: \$274,505
- ✓ **2023 PRODUCTION**
Volume Closed: \$11.2M *48 Units
Average PP: \$258,215





THE CHALLENGE

Take 100 Listings in 10 months

The Math

$100 \div 10\text{mos} = 10 \text{ Listings/Month}$
 $10 \text{ LPM} \div 4 \text{ weeks/month} = 2.5 \text{ Listing per week}$

The Mindset

This was the **KEY** to winning this challenge.
I had to envision myself on stage and
Tom Ferry handing me the **BIG FAT CHECK**.
Now I just had to live it out.

ADD to your life

- Solid morning routine (wake, exercise, meal prep)
- Go to bed early
- Turn phone on sleep mode 8pm - 5am
- Start & End your day in the office
- A support system of family & friends
- PUBLIC Accountability - for me that was the TF ecosystem
- Healthy Eating Plan - your brain & body need optimal fuel for optimal performance
- Prayer & self confidence
- Non-negotiable time blocks
- Start time & End time to your day.
- Allow yourself permission to turn off
- Scheduled vacations & weekend getaways



REMOVE from your life



- Staying up late watching TV
- Drinking before bed
- STOP saying "YES" to everything & everyone
- Friends that distract you from your goals
- Negative thinking and self-sabotaging
- Toxic relationships (this can be a tough one)
- Eating fast food or non-nutrient foods
- Being a workaholic
- Habits not aligned to support your goals
- Winging your day & chasing squirrels
- Allowing other to control your day or schedule
- Endless & useless Mastermind groups not adding to your goals
- Unnecessary screen time scrolling mindlessly on SM
- EXCUSES!!! (take a F&^%ing Tylenol)

TOP LEAD SOURCES

- ✓ The Dead Files
- ✓ Past Buyers (of past Listings)
- ✓ Non-Occupied Owners
- ✓ Expireds/ Withdrawns
- ✓ Geo Farming
- ✓ Circle Prospecting
- ✓ Likely-to-Sell
- ✓ Referrals
- ✓ CMA-a-Days
- ✓ 3rd Party Leads (Homelight, OJO, SOLD, Fast Experts, Upnest, etc)
- ✓ Adopt-a-Buyer Program
- ✓ Social Media

- ✓ Know the Nurture Timelines
- ✓ Vary the sources to keep your pipeline full
- ✓ Get as AUTOMATED as possible
- ✓ Time-block each lead source on the Calendar-- DAILY
- ✓ Be prepared with scripts & follow up plans
- ✓ Have plenty of materials, postage, etc., to ensure daily activities
- ✓ Budget your expenses (Sweat or Debt Equity)
- ✓ DO NOT MISS A DAY
- ✓ Create Marketing that can be used on multiple Lead Gen Sources

FUNNELS/ NURTURES



THE RESULTS

103 LISTINGS TAKEN
TOTAL when all CLOSE

\$29,016,000 VOLUME
\$870,480 GCI



Best Practices to WIN

- YOU KNOW what to do, you just need to EXECUTE.
- Follow up, Follow up, Follow up!
- Diversify listing lead sources (Expireds, PC/SOI, NOO)
- Do enough BEFORE you get to the 'kitchen table' so they've already decided to work with you.
- Never for second doubt your can do it.
- KNOW YOUR NUMBERS at ALL the time.
- Set a goal and work until it's reached, then STOP.
- It's not about the price point...it's about the NUMBERS.
- All lead pillars can be used at all price points.
- Grow when you need to GROW (add agents, VAs, staff, etc.). Don't let the *growth* scare you from the **growth**.
- You are not creating anything new... you are just adapting it to your style and business. You already have the KNOWLEDGE.
- DISCIPLINE. DISCIPLINE. DISCIPLINE. There will be a million reasons to FAIL...but find that ONE reason to WIN!



Celebrate every 'win' no matter how small.

Follow Sandee on Social



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