

# ***THE AGENT'S JOURNEY***



***BY MIKE ROHRIG***

# The Agent's Journey

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*One life.  
Just One.*

*Why aren't we running  
like we are on fire  
towards our wildest  
dreams?*

— Kim Dinan



# The Agent's Journey



My name is Mike Rohrig.

I've been a Realtor since 2001.

I've coached and trained agents since 2006.

I was Director of Sales for a \$50 million Real Estate Team.

I launched the [Roaring Agents Podcast](#) in 2019 and a free real estate training site at [RoaringAgents.com](#) in 2020.

I started my own coaching business, [Roaring Agents](#) in 2021 after being certified by SUCCESS Coaching and Abelson Training.

There is nothing I enjoy more than helping agents succeed by assisting them. My goal is to help agents find their path and their voice in the crazy world that is real estate.



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# The Agent's Journey

By Mike Rohrig

# The Agent's Journey

Greetings, Hero!

How is your Hero's Journey unfolding?

Were you aware that you're on a Hero's Journey?

If not, let's take a step back.

The Hero's Journey is a story structure that dates back even further than The Odyssey. Joseph Campbell identified this structure and wrote a book about it, which became quite popular. In fact, it was so popular that George Lucas hired him to work on Star Wars.

Though the Hero's Journey structure has many intricacies when crafting a novel, we can simplify it to its core elements and apply it to the agent. The Hero departs from the known world, ventures into the unknown, and if they survive The Abyss, they emerge transformed, with the unknown world no longer as frightening.

As a real estate agent, you may find parts of your journey resonating with the Hero's Journey.

The Agent's Journey is just as thrilling as the Hero's Journey, but with one key distinction: we're living it instead of watching someone else experience it. Real estate is an incredible career, filled with excitement and contrasted by less enjoyable moments.

The silver lining is that, like a Hero, we are rewarded and transformed through our journey. We achieve something meaningful and fulfill our purpose. It's through these challenges that we grow as individuals.

So, let's explore the Agent's Journey together, identifying where you are and what lessons you can take away before moving forward.

# The Agent's Journey

*Tell me, what is it you plan to do with your one wild and precious life?*

— Mary Oliver

## Chapter 1 - The Call To Adventure

In the Hero's Journey, the Hero's life is generally unremarkable until a call to action presents itself, often in the form of a potential reward.

For real estate agents, this reward may not always be monetary. More often than not, agents are seeking the freedom to make their own schedules, run their businesses independently, and answer to no one. They might also be driven by the desire to help people find their dream homes or the satisfaction of achieving career milestones.

Take, for example, Neo, who received a mysterious message about "The Matrix," or Frodo, who learned from Gandalf that he must destroy the One Ring. Similarly, Harry Potter received a letter inviting him to Hogwarts, and Moana heard from her grandmother about the legend of Maui stealing the heart. In each of these examples, the call to action came in various forms but served as the catalyst for the Hero's journey.

For you, the call might have been witnessing another agent's subpar performance, leading you to think, "I can do this better!"

This is a common origin story for many agents. For others, the motivation may stem from the pursuit of freedom or increased income, the desire for professional recognition, or a genuine interest in the real estate industry. However, like the classic Hero, there is often a reluctance to heed the call, either because the reward doesn't align with their values, they lack confidence in their abilities, or their fears overshadow the potential gains.



# The Agent's Journey

Heroes like Luke Skywalker hesitated to accept Obi-Wan's call, Frodo was reluctant to leave his familiar life, and Neo questioned if his conversation with Trinity was real or just a dream. This initial reluctance is a natural part of the journey, as the unknown world of real estate can be daunting, filled with uncertainties, challenges, and the need for perseverance.

The prospect of starting a career in real estate can be intimidating, with significant time and financial investments required to get started. This often leads to people delaying their entry into the field, as they weigh the risks and rewards, contemplate the sacrifices they'll need to make, and evaluate the support systems available to them. Yet, the idea lingers in their minds, refusing to be dismissed.

Ultimately, many aspiring agents reach a tipping point where their desire to pursue a career in real estate outweighs their reluctance. This transformation is frequently ignited by an encounter with a Guide or mentor who can help them navigate the challenges ahead. The Guide's role is instrumental in providing encouragement, sharing wisdom, and offering practical advice to help the agent overcome their fears and begin their journey.

In the world of real estate, these Guides might come in the form of successful agents, brokers, or even friends and family members who have experience in the industry. Their guidance can help demystify the complexities of the field, providing clarity and direction for the fledgling agent.

The call to action in the Hero's Journey is a crucial catalyst for change, pushing the Hero to embark on a transformative adventure. For real estate agents, this call often comes with the desire for freedom, financial rewards, or the opportunity to make a difference in people's lives. Despite the initial reluctance, with the support of a mentor or Guide, agents can overcome their fears and embrace the unknown, ultimately leading to personal and professional growth.

*Man cannot discover new oceans unless he has the courage to lose sight of the short.*

— André Gide

## Chapter 3 - Crossing Into The Unknown

In the movies, the initial phase of the Hero's Journey we've covered thus far often takes up a mere fraction of the total runtime, sometimes spanning less than ten minutes. However, this is just the beginning, as the real story unfolds and the challenges intensify when the hero crosses over into the unknown.

Similarly, for aspiring real estate agents, the entry into the unknown world of the industry is one of two pivotal moments that can make or break their careers. The importance of having the right mentor or coach at the onset cannot be overstated, as their guidance can set the agent up for long-term success. There is no Karate Kid without Mr. Miyagi, no Neo without Morpheus.

Most individuals have a limited tolerance for navigating the unknown, and if they don't experience some degree of success or find a clear path soon enough, they might abandon their real estate aspirations altogether.

From an outsider's perspective, venturing into the world of real estate can be as bewildering and unfamiliar as Harry Potter's first steps into Hogwarts. The preparatory classes you take offer only a glimpse into the actual practice of real estate or the nuances of running a successful real estate business.

# The Agent's Journey

However, it is crucial for those venturing into real estate to remain resilient and persevere. Like Simba, Neo, and Moana, each of whom discovered their inner strength and overcame their fears, agents must learn to adapt and confront the challenges they face.

By embracing the unknown and seeking guidance from experienced professionals, aspiring agents can navigate the complexities of the industry and ultimately find success.

Whether you have the good fortune of finding an experienced mentor or are independently exploring various brokerages, the key is to stay committed to your goals and be willing to learn from every experience. By doing so, you'll grow as a professional and develop the necessary skills to succeed in the ever-changing world of real estate. Remember, the journey of a thousand miles begins with a single step, and with determination and support, you can conquer the unknown world and thrive in your chosen career.

*When the student is ready, the teacher will appear.*

— Buddhist Proverb

## Chapter 2 - The Guide Appears

In the Agent's Journey, there might be a serendipitous encounter with an experienced real estate agent or someone who used to work in the industry. This chance meeting could provide valuable insights into the steps to becoming an agent or even an offer for mentorship or assistance. Becoming an assistant to an experienced agent is a common path for many aspiring professionals, as it offers a unique opportunity to gain firsthand experience and understand the intricacies of the business.

Drawing parallels with popular stories, in *The Lion King*, Simba is introduced to life in the jungle by the unlikely duo of Timon and Pumbaa. In *The Matrix*, Morpheus presents Neo with the life-changing choice of taking the blue or red pill. Similarly, in *Moana*, it is her grandmother who unveils the hidden boats and entrusts her with the heart of Te Fiti.

When an experienced agent takes you under their wing and guides you into the world of real estate, the journey becomes significantly smoother. They possess invaluable knowledge of the brokerage systems, the workings of the real estate market, and may even share valuable leads with you to help you get started.

For those who don't have this advantage, the path to becoming an agent involves meeting with several brokerages to determine who can best guide them into the unknown world. This unknown world may appear vast, daunting, and filled with unfamiliar challenges. Some aspiring agents might succumb to reluctance if they feel unsupported or ill-equipped to navigate this new territory. The potential rewards may seem distant or unattainable when faced with the overwhelming unknown.

# The Agent's Journey

The adage, "You don't know what you don't know," is particularly apt in this context. As a novice, you may find it difficult to grasp the full scope of the industry and its complexities. This is why it's crucial to rely on the guidance of your mentor and/or brokerage. These experienced professionals have led you to this uncharted territory, and it's their responsibility to help you take the next steps – establishing connections and acquiring essential skills.

As you delve deeper into the world of real estate, you'll gradually come to terms with the diverse facets of the industry, such as managing clients, negotiating deals, and staying updated on market trends. Your mentor or coach will be instrumental in guiding you through this learning curve, helping you build a solid foundation and offering invaluable advice drawn from your own experiences.

You'll need to cultivate resilience, adaptability, and an unwavering commitment to your goals. These qualities will serve as your compass in the unknown, empowering you to overcome obstacles and continue forging ahead. The journey may be challenging, but with the support of a dedicated mentor and a steadfast determination to succeed, you can conquer the unknown world of real estate and ultimately thrive in your chosen profession.

So, while the initial phase of your real estate journey may seem relatively brief compared to the adventures of movie heroes, remember that the most significant challenges and opportunities for growth lie ahead. Embrace the unknown, lean on the wisdom of your mentors, and strive to develop the skills and connections that will propel you towards success.

*True friends are like stars; you can only recognize them when it's dark around you.*

— Bob Marley

## Chapter 4 - Allies and Enemies

Frodo joined the Fellowship, embarking on a dangerous journey to destroy the One Ring. Luke and Obi-Wan teamed up with Han Solo and Chewbacca to fight against the Empire. Harry made friends with Hermione and Ron, who would help him through the many challenges they faced at Hogwarts. In each of these stories, the power of friendship and collaboration played a crucial role in the Hero's success.

You will need friends and allies in the real estate business, regardless of whether you want to go at it alone or work within a team. Building a robust network of trusted colleagues and professionals is essential for navigating the industry and ensuring your long-term success.

First and foremost, tap into the network of your mentor, coach, or principal broker. They can connect you with their trusted lender, title officer, photographer, stager, handyman, carpet cleaner, and other essential service providers. By leveraging their relationships, you can access a wealth of resources and expertise that will help you grow and succeed in your new career.

Make an effort to connect with as many agents as you can within your brokerage. Offer to hold their open houses, take their old leads for a referral fee, open doors when they are away, and do anything else you can to gain experience and establish yourself as a valuable asset. These connections will not only help you learn the ropes but also provide you with a strong support system within the industry.

# The Agent's Journey

When you meet the people in your network, remember that they were referred to you by someone in their network. As a result, they will likely give you more time and attention out of respect for the veteran agent who introduced you, even if you are a new agent. This gives you an opportunity to learn from them, ask questions, and strengthen your professional relationships.

The network you are building will prove invaluable in your real estate career. You will need lenders to put in extra time, contractors to rearrange schedules, and other professionals to go the extra mile to ensure your transactions close on time. Building strong relationships and maintaining open lines of communication with these individuals can make all the difference.

Real estate is all about relationships. There have been instances where deals were accepted over others simply because the listing agent knew the buyer's agent and had confidence in their work ethic and professionalism. Maintaining a good reputation can make or break a deal in multiple-offer situations. Agents who are known for being difficult or demanding may find their offers rejected in favor of more cooperative agents, even if their offer is slightly lower.

It is crucial to maintain a good reputation in the real estate industry. Word travels fast, and your professional conduct can have a lasting impact on your career. If you are known for being difficult or using underhanded tactics, other agents may be less willing to work with you or may approach negotiations with caution.

There's an unfortunate mindset among some agents that real estate is a battlefield, and the goal is to extract every possible advantage from the other side. In reality, both agents should share the same goal: to close the house. Getting hung up on minor details can create unnecessary friction and derail the transaction which is the goal of their clients.

There are some agents who enter the real estate industry looking for and expecting battles. Please remember that agents should be cooperative, working together toward a common goal. By embracing a spirit of collaboration and focusing on the big picture, you can forge strong professional relationships and set yourself up for long-term success in the real estate world.

*Preparation clears a pathway for success.*

— Ron Kaufman

## Chapter 5 - Gearing Up For The Adventure

Now the training montage begins, just like in Rocky, Karate Kid, and Neo's journey in The Matrix. As a real estate agent, you'll have to learn various skills that you never knew existed.

### Scripts

Scripts are an essential part of your training. Many agents complain about scripts, similar to Daniel's frustrations with "paint the fence" and "wax on, wax off" in the Karate Kid. The main complaint from agents is that the scripts don't sound like them.

There are two aspects to consider: first, some scripts might not be well-written, so it's important to choose wisely. Second, the script may not sound like you because you haven't developed your professional agent voice yet! You aren't trying to sound like you.

You want to sound like you as an agent.

You have two options:

1. Learn and practice the scripts with another agent. Understand the intended results and, after using them for a while, modify them to fit your style.
2. Spend the next five years slowly developing your own scripts while practicing on actual clients. But consider the drawbacks, such as appearing unprofessional or unprepared.

Ironically, it's often the nicest people who avoid learning scripts, fearing they'll sound fake or salesy. But if you're just winging it, how well are you serving your clients? How confident will they be in your skills or knowledge if you stumble over your words?



# The Agent's Journey

The true power of scripts lies in knowing what to say, so you can focus on listening. Remember, your favorite movies and actors are scripted. Emotional moments, laughs, and tears are all carefully crafted. Although some improvisation occurs, the story's structure is in place, providing a foundation for the actors' performances.

Picasso began by painting like everyone else. After mastering the basics, he developed his unique style. Similarly, no musician learns without a teacher or someone else's music. Scripts are not meant to stifle your voice but to help you learn how to communicate and provide a structure for your personal style.

As someone who once avoided scripts, I now appreciate their value. I understand how they work and what I'm trying to achieve. Scripts are not meant to deceive but to enhance communication, enabling you to help clients achieve their goals, not just your own.

## CRM - Client Relationship Management

A common pitfall among agents is neglecting the use of CRM systems. Historically, agents have struggled with paperwork and tracking, leading to the loss of billions of dollars due to hastily scribbled prospect information on scraps of paper that just disappear.

Failing to recognize the value of a database for storing and tracking clients is a missed opportunity. Agents invest significant time and money to acquire new clients, yet they often don't dedicate even a fraction of those resources to managing and nurturing those relationships.

For example, Zillow charges anywhere from \$200 to \$1,000 a month for just two leads. Agents willingly spend three hours at an open house, plus additional time for setup and takedown, but may hesitate to spend three minutes adding a new contact to their CRM. This discrepancy in priorities can be perplexing.

# The Agent's Journey

New agents sometimes argue that they don't have enough clients to justify using a CRM, believing they can manage their contacts in their heads or on their phones. However, this approach is short-sighted.

As agents become successful and busier, they may struggle to implement the systems they previously thought unnecessary. This creates a recurring cycle of inefficiency that could have been prevented by adopting a CRM from the start.

By embracing CRM systems early in their careers, agents can future-proof their businesses, ensuring they are well-equipped to manage and grow their client relationships as they achieve greater success.

## Reading People

One skill I wish I had acquired earlier in my career is the understanding of DISC profiles. This knowledge has been a game-changer for me.

Growing up, we are taught the Golden Rule: treat others the way you want to be treated. While this is a valuable lesson, it can be limiting in real estate. For instance, as someone with a high C profile, I am slow to make decisions and often assumed that others processed decisions in the same way. Consequently, I would give people more time than they needed, even if they were ready to make a decision I would suggest they take more time to think about it. Insane, I know now.

The Golden Rule is restrictive because it only allows for connecting with people similar to ourselves. On the other hand, the Platinum Rule encourages treating people the way they want to be treated. Without the DISC to help you, you are stuck with the Golden Rule.

By identifying someone's DISC profile, you can tailor your approach to better connect with them. People tend to appreciate those who understand them without trying to change them. When you can discern someone's profile through various cues, such as email style, occupation, clothing, posture, communication, and more, you have a powerful tool at your disposal.

# The Agent's Journey

Having an accurate DISC profile for your clients would be incredibly beneficial, but it's not realistic to request this information from them. Instead, you can develop your own understanding of DISC profiles to strengthen your connections and communication.

Another advantage of learning about DISC profiles is gaining a deeper understanding of your own strengths and weaknesses. By being more self-aware, you can better address areas where you may struggle.

Most people who complete a DISC assessment are surprised not only by the accuracy of the results but also by the connections it reveals between seemingly unrelated aspects of their personality.

An additional benefit of understanding DISC profiles is the ability to empathize with others. As the saying goes, "We judge others by their actions, and ourselves by our intentions." By recognizing the intentions behind someone's actions, you can offer more grace and understanding in your interactions.

This skill has significantly improved my ability to deal with various personality types by reminding me that their actions are not personal. Imagine how many more friends you could make or difficult situations you could avoid with this skill.

Learning about DISC profiles feels like Neo's experience in the Matrix when he suddenly knows kung fu. This knowledge grants you the power to connect and communicate more effectively, enabling you to thrive in your real estate career.

## Tests and Trial

Every journey is filled with tests and trials that challenge your determination and abilities. These experiences contribute to personal growth and are integral to one's development.

# The Agent's Journey

Real estate agents face various tests in their daily routines, such as handling a disgruntled prospect during a cold call or managing an awkward situation when a neighbor disrupts an open house with unwarranted commentary.

Other challenges may include arriving at a property only to find a malfunctioning lockbox, forcing you to enter through a window. Or perhaps, accidentally locking your phone inside a client's house and waiting on the front steps until the homeowner returns.

Imagine, for instance, a scenario (this did happen to someone) where your car is hit by a semi-trailer and dragged down the freeway. Miraculously, your car breaks free, allowing you to confront the driver, call the police, arrange for a tow truck, and ultimately take an Uber to your scheduled showing. For this agent to go through this and not cancel shows they had been involved in other trials to show that constitution.

While these incidents may seem minor in retrospect, they can feel overwhelming in the moment. Each test and trial could easily fill the pages of a book. But these smaller challenges prepare you for the ultimate test – facing The Abyss, much like Harry Potter's trials that led him to confront Voldemort.

The accumulation of these experiences shapes you as a real estate agent, helping you develop resilience, adaptability, and problem-solving skills. As you face each test and trial, you become better equipped to handle the larger obstacles that may come your way. Embracing these challenges is crucial to your growth and success, ensuring that you are ready for whatever comes next on your journey.

# The Agent's Journey

*Only when we are brave enough to explore the darkness will we discover the infinite power of our light.*

— Brené Brown

## Chapter 6 - The Abyss

While the Hero's Journey is frequently depicted as a circular progression, I saw one depiction where the circle doesn't quite close at the end. Instead, the line stops just above the point where it would complete the circle.

In a sense, we are leveling up after each journey. In sequels, the Hero takes the skills and transformation acquired from the previous journey and applies them to the next adventure.

This brings me to the unfortunate news I must share: throughout your career, you will face multiple tests that will make you feel as if you are confronting The Abyss, an overwhelming and seemingly insurmountable challenge. You may question whether you will survive, consider avoiding the path altogether, or even contemplate quitting.

The Abyss will take on different forms depending on your level of experience. For a newcomer, when a deal is on the brink of collapsing, finding the right help or knowing what to say can seem impossible.

The Abyss can manifest as anxiously looking at your bank account, wondering where your next deal will come from, and whether it will materialize in time. It can also appear as multiple deals happening simultaneously, all of which begin to fall apart.

The Abyss represents those moments when you feel uncertain about whether you will make it through the ordeal.

# The Agent's Journey

This is the second pivotal moment in your journey. This is when having the right people around you becomes crucial. A mentor or coach can help by providing a broader perspective, allowing you to see beyond the immediate challenge you are facing. They can draw from their own experience and knowledge to guide you through the difficult times.

The Abyss is an essential component of the Hero's Journey. In many narratives, the Hero appears to die for a moment, as Neo did in *The Matrix*. The Resurrection symbolizes the transformation they undergo, emerging as a fundamentally different person from the one who entered The Abyss.

This transformation sets The Abyss apart from the day-to-day trials and challenges you face. While everyday struggles can lead to growth and improvement, The Abyss has the power to transform you on a deeper level, elevating you to a higher version of yourself. Any *Dragonball Z* fans here? After encountering The Abyss, you find that your fears, doubts, and limiting beliefs have been left behind.

When Neo is resurrected in *The Matrix*, he gains control over the digital world, stopping bullets and soaring through the air. Similarly, after overcoming some of your most daunting ordeals, you may feel as though you, too, have gained the ability to fly.

# The Agent's Journey

*The highest reward for a person's toil is not what they get for it, but what they become by it.*

— John Ruskin

## Chapter 7 - The Reward

The Hero's Journey is captivating to watch unfold on screen, primarily because, despite the perils faced by the hero, they almost never succumb to The Abyss. Take, for example, Luke Skywalker, who lost a hand but was saved by his friends. This would have been a more shocking turn of events if audiences didn't already know that another movie was on the horizon. We were certain the story would continue and the hero would eventually triumph, as they typically do.

However, let's shift our focus from fiction to reality.

A staggering 80% of agents are no longer licensed after just two years in the business. This outcome can be attributed to various factors, but it's crucial to understand that an agent's journey isn't predetermined by an external writer to guarantee victory.

Instead, you are the author of your story, shaping its course through your daily actions and decisions. Throughout your journey, you'll require the support of friends, allies, and the acquisition of valuable skills and experiences. It's essential to seek these resources as early as possible.

We may be confident in the hero's ability to conquer The Abyss on screen, but when faced with our own challenges, our self-assurance may falter.

Venturing into the unknown can be both frightening and exhilarating. Numerous paths may lead to it, each presenting its own set of trials and challenges.

# The Agent's Journey

The most successful agents I've encountered share common qualities: a strong sense of purpose, a clear understanding of their strengths and weaknesses, a network of capable friends and allies to rely on in crucial situations, a commitment to continuous skill development, and guidance from a mentor or coach who can provide valuable insight from an outside perspective.

Heroes in fictional stories often receive a map or instructions to claim their reward. In real life, however, agents must forge their own paths, armed with the support and skills they've gathered along the way. This is the true essence of the Hero's Journey – a thrilling adventure that tests our mettle and shapes us into the person we are destined to become. And as an agent, you must draw your own map.

At times, the Reward may not seem sufficient to keep you going, especially during moments of struggle or doubt. You might start to believe that your goal is unattainable or unimportant. It's during these challenging times that you need someone like Samwise Gamgee in your corner. Frodo's choice to have Samwise hold him accountable proved to be essential for the success of their mission to destroy the One Ring. Throughout their journey, Samwise offered the necessary support, motivation, and encouragement that Frodo required to persist, even under the immense pressure of carrying the Ring.

Frodo experienced moments of despair and hopelessness as their journey progressed and the burden of the Ring intensified. Samwise consistently offered vital support in these instances, reminding Frodo of the significance of their quest and the reasons they had to persevere. By doing so, Sam held Frodo responsible for seeing their mission through to the end and not succumbing to despair.

The term "accountability" can make some people uneasy, as it may evoke feelings of fear or memories of negative experiences with unsupportive coaches or well-intentioned adults who lacked the skills to effectively hold others accountable. These individuals often resort to shame as a means of motivating others, since it is a powerful emotional lever. However, real estate professionals enter the field to escape such toxic situations, not to be subjected to them. They may not realize that accountability is crucial for everyone's success.



# The Agent's Journey

The difference between our current situation and our full potential is often bridged through accountability. If the word "accountability" doesn't resonate with you, find another term, but understand that it is unlikely you will achieve your best self without someone to remind you of your goals and their importance.

We are often our own easiest target for persuasion. This is why our eating habits and exercise routines may not always be as healthy as they should be. To illustrate how difficult self-accountability can be, consider the results of various studies. In one study, heart attack patients received tools and knowledge to improve their health, with the understanding that failure to change their habits would shorten their lives. Despite this, a year later, only 10% of participants had adhered to the health program.

On a more positive note, another study provided patients with the same tools and knowledge, along with the support of a year-long accountability group. Three years later, 80% of these participants had maintained their lifestyle changes.

If you find yourself losing sight of the Reward, ask yourself which is more painful: being held accountable or failing? You may try to convince yourself that you can succeed without accountability and avoid any potential shame. However, consider the possibility that you could achieve even greater success with the help of accountability.

Samwise Gamgee was indeed a rare find. Locating a reliable accountability partner can be challenging, which is why many people turn to coaches. Most friends are hesitant to push too hard for fear of damaging the relationship.

*In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the inner spirit.*

— Albert Schweitzer

# The Agent's Journey

*All you need is the plan, the road map, and the courage to press on to your destination.*

— Earl Nightingale

## Chapter 8 - The Map

As with all great heroes, a map is essential to guide you on your journey. Throughout your adventure, you'll require different maps to navigate various challenges.

### Your Lead Generation Paths

There are six fundamental paths, each offering a multitude of ways to incorporate them into your business.

**Firstly, your Sphere represents the Holy Grail of real estate**, where business flows effortlessly from the people you know. However, in the early stages of your career, it can be challenging to gain business from this group. Your Sphere knows you were involved in something other than real estate not too long ago, and they may prefer working with someone more experienced.

Many agents struggle with this reality, initially expecting their Sphere connections to jumpstart their career. Consequently, they must explore alternative strategies until their Sphere becomes a reliable source of business.

**Open Houses are ideal for new agents.** Although they rarely lead to home sales, they offer an excellent opportunity to find new clients. Many agents promote the value of Open Houses, leading the public to believe they're crucial. This perception presents a valuable opportunity for you.

# The Agent's Journey

Listing agents may be too busy or uninterested in working with buyers, but since sellers view Open Houses as essential, other agents are often asked to hold them. A significant portion of agents—perhaps 35%—successfully launched their careers by hosting Open Houses. This strategy allows you to meet new people, break down barriers, and showcase your knowledge of the neighborhood.

**Networking differs from working your Sphere**, as it involves attending meetings and events explicitly designed for forging connections. There are numerous networking opportunities and even paid groups that many agents find beneficial.

Remember, real estate thrives on relationships, which are best cultivated through face-to-face interactions. Regularly seeing familiar faces and building connections will contribute significantly to your network of friends and allies. Focus on establishing relationships today, rather than chasing deals.

**Cold Calls suit a particular group of individuals**, typically those with high D traits in the DISC profile. These agents aren't deterred by confrontation, viewing disgruntled responses as mere background noise. Cold calls target For Sale By Owners, expired listings, neighborhoods, and other strategies like "stealing thunder," where you inform neighbors about recently listed or sold properties and inquire about their moving plans.

Social media is highly popular, but often for the wrong reasons. Many hope to attract clients with a single great post while remaining safely behind the screen. Successfully generating leads through social media is more challenging than it seems, requiring careful planning and consistent effort. However, when executed well, it can provide the benefits of the Mere Exposure Effect and establish your authority in the industry.

Lastly, **Online Ads is an ever-evolving field**, typically requiring the expertise of a professional to manage. Advertising on platforms like social media, Google, and Zillow necessitates a clear understanding of your target audience and the best methods to reach them.

# The Agent's Journey

None of these strategies are as simple as they appear from the outside. Successful agents make it look easy, but each approach demands hard work, which could explain the high attrition rate within the first two years. A quote that aptly captures the essence of real estate is, "We do things not because they are easy, but because we thought they would be easy."

To achieve the rewards that led you into the unknown world of real estate, you must commit to these strategies wholeheartedly. Merely dabbling in them will not suffice.

## The Business Plan

Traditional business plans often revolve around projected profits and ambitious dreams aimed at securing financing. While it's true that you must begin with the end in mind, a real estate business blueprint differs slightly.

Assuming you are new or don't track your activities, planning can be challenging. Start by selecting your Lead Generation Strategy. Then, plan the high-level activities required for that strategy.

Consider Open Houses, a popular choice for many agents. As a novice agent, you may not know how many people you need to engage with to close a deal. Let's assume you need to converse with 100 people about real estate to secure a transaction.

If you can attract an average of 4 potential homebuyers to your Open Houses, you would need to host 25 Open Houses to reach 100 people. That's half a year of Sunday Open Houses. If you believe this number is too high, challenge yourself to prove it wrong. If you aim too low, it could take a full year to close your first deal.

How can you tip the scales in your favor?

# The Agent's Journey

One option is to increase the frequency of Open Houses. Host them on both Saturdays and Sundays, or consider multiple time slots and hold two in one day or even all-day events. If a property is in a prime location, try a twilight Open House to attract commuters returning home from work. They might refer a friend, family member, or even hire you to list their own property. Embrace every opportunity to engage in real estate conversations you never know where it might lead.

Maximizing your exposure with a large number of Open House signs could also help. If you attract 8 potential homebuyers on average to an Open House, you would only need 13 events to reach your target.

Leverage your network by informing friends and allies about the Open House. Invite mortgage lenders to assist with potential clients, ensuring that no opportunity is missed.

Seek guidance from a mentor or coach to elevate your strategy, keeping in mind the ticking two-year clock.

Develop a plan outlining your activities, timeline, standards, and expectations. Your Reward should be significant enough to motivate you through challenging tasks like setting up 50 signs per Open House.

Envision your future self at age 85. Reflect on your life, the paths you took, and what truly mattered. Your purpose and Reward must be clear to sustain the hard work required in real estate. This is often referred to as your "big Why." As the saying goes, "He who has a why to live for can bear almost any how."

Determine your desired annual income, then calculate the number of Open Houses needed to achieve it. As your skills improve and conversions become easier, your strong work ethic will propel you forward.

# The Agent's Journey

At its core, your plan should focus on the number of real estate conversations needed to close enough deals to achieve your desired income. Identify the activities that will facilitate these conversations.

To succeed in the Agent's Journey, incorporate daily tasks into a calendar. This will prevent tasks from being overlooked or forgotten, as monotony can often cloud the vision of your Reward. A calendar serves as a constant reminder.

For a more comprehensive business blueprint, explore my [11-page plan here](#).

## The DISC

The third essential guide you need focuses on comprehending others more effectively. We briefly touched upon the DISC personality assessment earlier, but it's worth taking a more detailed look at how it can be applied in real-life situations.

Consider the case of an agent who struggled to establish a rapport with a million-dollar client. By observing the client's behaviors and other cues, we were able to deduce their likely position on the DISC profile. Armed with this information, we developed a tailored communication strategy that allowed the client to engage in their preferred manner. As a result, the agent successfully secured the listing, overcoming the initial communication barriers.

Another example involves a friend with expertise in human resources and the DISC assessment, who shared a personal experience she and her husband had with a real estate agent. The home inspection revealed several issues, including mold, a rat infestation, and a roof leak. The agent, a seasoned professional, approached the situation in a direct and candid manner, which suited the wife's personality but not the husband's. Throughout the process, the husband remained mostly silent, prompting the agent to assume that everything was fine. However, that was far from the truth.

# The Agent's Journey

The husband's DISC profile indicated that he needed time to process information from various perspectives before responding to people he wasn't close to. When discussing the issues with his wife privately, he expressed serious concerns and alarm. The agent's dismissive tone had only served to exacerbate his worries. If it hadn't been for the wife's understanding of the DISC and her own profile, the agent might have lost the client altogether.

The power of the DISC assessment lies in its ability to provide insights that can feel almost magical. It allows you to identify potential allies and friends, as well as those who can help you overcome your weaknesses and bolster your strengths.

These three vital blueprints provide you with the roadmap for your adventure, in-depth knowledge of the landscape, and a deeper understanding of the people you'll encounter along the way. They equip you with the tools necessary to navigate the unpredictable terrain of the real estate industry.

With the guidance and support of an experienced coach, you'll be miles ahead of your peers. Your journey, filled with opportunities for growth and self-discovery, will likely culminate in a triumphant and rewarding conclusion. Embracing the principles of the DISC assessment and other strategic tools will undoubtedly pave the way for success in your real estate career.

*The impossible journey is the one you never begin,*

— Tony Robbins

## Chapter 9 - Bringing It All Together

The Hero's Journey is a powerful narrative framework that has captivated audiences throughout history. As a real estate agent, you too can embark on your own Hero's Journey, transforming challenges and obstacles into opportunities for growth and self-discovery. By understanding and embracing the elements of this epic quest, you can achieve success in your real estate career and overcome the pitfalls that cause many agents to falter.

To embark on this journey, you must first acknowledge the Call to Adventure. This is the moment you decide to pursue a career in real estate, recognizing the potential rewards and the inherent challenges that lie ahead. Just like any hero, you may face moments of doubt or hesitation, but embracing the journey will lead you to new experiences and valuable lessons.

Next, prepare to face the Unknown World by developing the necessary skills and knowledge for your career. Seek out mentors and coaches who can guide you along the way, providing insights and guidance that will help you navigate the complex real estate landscape. They will support you in your quest for personal and professional growth.

On your journey, you will inevitably encounter trials and challenges. These may include obstacles such as securing clients, mastering lead generation, and navigating the intricacies of transactions. By adopting a growth mindset and persevering through adversity, you will become a stronger and more resourceful agent.



# The Agent's Journey

Throughout your Hero's Journey, you will need a series of essential maps to guide your path. These include strategies for lead generation, a well-defined business plan, and an understanding of the DISC personality assessment. By mastering these tools, you will be better equipped to forge relationships, connect with clients, and succeed in the real estate industry.

Building a network of allies and friends is crucial to your success. They will support you during your journey and help you overcome obstacles. Utilize the DISC assessment to better understand and communicate with others, ensuring that you build strong connections and foster lasting relationships.

Finally, always keep sight of your ultimate Reward—the reason you embarked on this journey in the first place. Whether it's financial success, personal fulfillment, or a combination of both, your Reward will motivate you to persevere and continue striving for excellence.

Embrace the Hero's Journey as a real estate agent, understanding that it requires hard work, dedication, and a willingness to face challenges head-on. With the right mindset, tools, and support, you can achieve your goals and write your own triumphant story. Stay optimistic and prepared, and you will emerge as a successful and fulfilled real estate hero.

If you are looking for your Guide, let's talk. You might be at one of those two pivotal moments in your journey which is why you downloaded this ebook.

Maybe you are lucky, and you are looking for a Guide before you need them.

Let's see if my journey over 20+ years in real estate and 17+ years of coaching and training, match up with your journey.

Information is great but sometimes it take more than reading to create a transformation. If you are ready to take on coaching, check out my upcoming Workshop.

## The Agent's Journey

I take what is in this book and everything else I know and train you over 6 weeks which is the best way to embed training. One and done classes rarely stick. This will.

Click on the image to learn more...



# Resources

Find more resources at [RoaringAgents.com/pdf](https://RoaringAgents.com/pdf)



This plan is very basic but few agents even do this much and we wonder why the failure rate is so high. Dig in and find every bill you have. The yearly and quarterly bills need to be broken into their monthly amount. For business expenses, that includes brokerage split, tech fees, and any little services you pay.

|                       |   |                      |   |                      |   |                      |
|-----------------------|---|----------------------|---|----------------------|---|----------------------|
| <b>Personal Bills</b> |   | <b>Biz Expenses</b>  |   | <b>Fun / Growth</b>  |   | <b>Monthly Need</b>  |
| <input type="text"/>  | + | <input type="text"/> | + | <input type="text"/> | = | <input type="text"/> |

|                      |   |                       |   |                      |
|----------------------|---|-----------------------|---|----------------------|
| <b>Monthly Need</b>  |   | <b>1.25 For Taxes</b> |   | <b>Total Income</b>  |
| <input type="text"/> | × | <input type="text"/>  | = | <input type="text"/> |

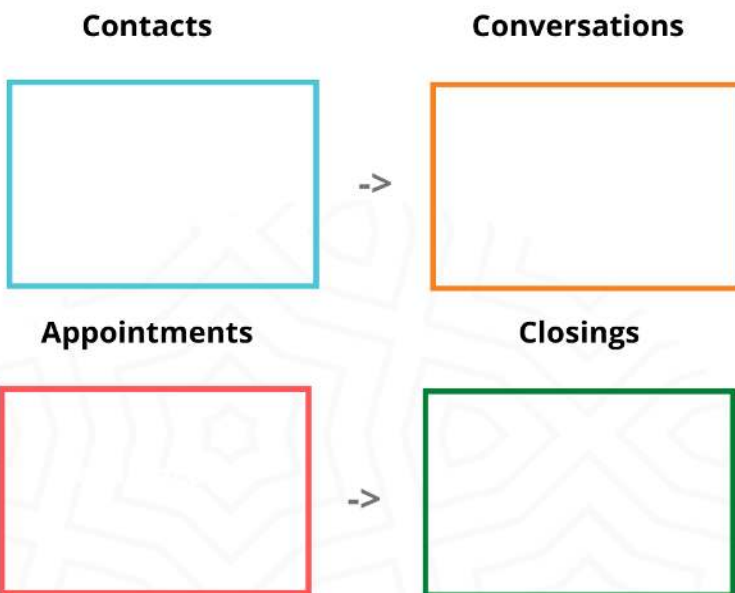
|                      |   |                       |   |                                |
|----------------------|---|-----------------------|---|--------------------------------|
| <b>Total Income</b>  |   | <b>Avg Commission</b> |   | <b>Houses you need to sell</b> |
| <input type="text"/> | ÷ | <input type="text"/>  | = | <input type="text"/>           |

# The Agent's Journey

So you have the number. How are you going to sell that many houses?

Some time soon you will have to figure out the real numbers behind this. Until then, guess how many appointments you need to get sales.

Let's say you are working online leads. For every 100 people you talk to, you get 15 conversations. Those lead to 3 appointments and that leads to 1 closing. Or you are sphere based and for every 100 people you reach out to, 75 pick up. You get 5 appointments which leads to 4 closings. You will only know this if you track your activities.



Now, you need to figure out which contacts you are making and when you will do it.

Check out the [Prospecting Paths](#) and [Time Blocking](#) lessons



# Promote Your Allies To Your Clients

Easily create this in Canva

## Trusted Vendors

### handyman

company name  
555-555-5555  
email@email.com

### electrician

company name  
555-555-5555  
email@email.com

### insurance

company name  
555-555-5555  
email@email.com

### mortgage

company name  
555-555-5555  
email@email.com

### construction

company name  
555-555-5555  
email@email.com

### plumbing

company name  
555-555-5555  
email@email.com

### painting

company name  
555-555-5555  
email@email.com

### flooring

company name  
555-555-5555  
email@email.com

### landscaping

company name  
555-555-5555  
email@email.com

### roofing

company name  
555-555-5555  
email@email.com

### hvac

company name  
555-555-5555  
email@email.com

### home warranty

company name  
555-555-5555  
email@email.com

### movers

company name  
555-555-5555  
email@email.com

### pest control

company name  
555-555-5555  
email@email.com

### house cleaning

company name  
555-555-5555  
email@email.com



Carmen Andrews  
REALTOR®



@carmenandrealty  
email@email.com  
555-555-5555

This list is provided as a convenience to my clients. We do not guarantee the work and are not responsible for any future or present work done by any provider. It is up to the client to verify all necessary licenses, bonding and certificates held by these providers.

# Dipping Into The DISC

## ANALOGIES OF THE DISC PROFILES

### Section 3

#### Remembering the Profiles

|                         | <b>D</b>            | <b>I</b>                 | <b>S</b>                    | <b>C</b>                          |
|-------------------------|---------------------|--------------------------|-----------------------------|-----------------------------------|
| <b>CURIOS ABOUT</b>     | What                | Who                      | How                         | Why                               |
| <b>CAR</b>              | SUV - Out Of My Way | Convertible - To Be Seen | Minivan - Everyone Happy?   | Highest Rated                     |
| <b>MOTTO</b>            | Gor Fot IT!         | Lighten Up!              | One For All... All For One! | Murphy's Law                      |
| <b>PHILOSPHY</b>        | I Want It Yesterday | Let The Good Times Roll  | We Can Do It                | Don't Show All Of Your Cards      |
| <b>READY, AIM, FIRE</b> | Ready, Fire, Aim    | Ready, Sim, Talk         | Ready, Ready, Ready         | Aim, Aim, Aim                     |
| <b>ANIMAL</b>           | Doberman            | Fluffy Puppy             | Cat                         | Fish Constantly Checking Aquarium |
| <b>PEOPLE</b>           | Michael Jordan      | Robin Williams           | Mr. Rogers                  | Albert Einstein                   |

#### ROARING AGENTS

## WORKING THE DISC PROFILES

### Section 2

#### Managing the Profiles

|                          | <b>D</b>           | <b>I</b>                   | <b>S</b>                  | <b>C</b>                       |
|--------------------------|--------------------|----------------------------|---------------------------|--------------------------------|
| <b>WHAT THEY NEED</b>    | Results            | fun, Experience            | Trust                     | Information                    |
| <b>WHAT THEY VALUE</b>   | Success            | Trust                      | Loyalty                   | Good Answers                   |
| <b>HOW THEY BUY</b>      | Quick Decisions    | Showy Presentations        | Slow Decisions            | Move Slow                      |
| <b>FEARS</b>             | Taken Advantage of | Not Being Like             | Security, Lack of Respect | Criticism of Work or Questions |
| <b>DEAL WITH FEAR BY</b> | Defense            | Withdraw Or Change Subject | Band Together             | Withdraw & Return With Facts   |
| <b>WHEN STRESSED</b>     | Blame Others       | Self-Promote               | Withdraw Within           | Picky, Pessimistic, Critical   |
| <b>CONFLICT RESPONSE</b> | Fight Back         | Run                        | Puts Up With It           | Avoidance                      |

#### ROARING AGENTS

# The Agent's Journey

## EISENHOWER DECISION MATRIX

THERE IS RARELY A TRUE REAL ESTATE EMERGENCY. USE THIS MATRIX TO DECIDE WHAT IS TRULY IMPORTANT AND WHAT IS A DISTRACTION. BE HONEST WITH YOURSELF.

YOU MAY NOT HAVE THE RESOURCES TO HIRE SOMEONE TO DELEGATE BUT I BET YOU ARE TAKING ON TASKS AND WORRIES THAT YOU WOULD BE BETTER HANDED OFF TO YOUR LENDER, TITLE PERSON, INSPECTOR, OTHER ALLIED PARTNERS AND THE OTHER AGENT.

WE'VE RUN MANY AGENTS THROUGH THIS MATRIX AND THEY ARE OFTEN SHOCKED AT HOW MUCH TIME THEY ARE WASTING CHASING THEIR OWN TAIL.

GET FOCUSED TO GET RESULTS

|               | URGENT                                    | NOT URGENT                     |
|---------------|---|--------------------------------|
| IMPORTANT     | <b>Do!</b><br>Do it now.                  | <b>Decide</b><br>Schedule it.  |
| NOT IMPORTANT | <b>Delegate</b><br>Who can do it for you? | <b>Delete</b><br>Eliminate it. |

ROARING AGENTS

Find more resources at [RoaringAgents.com/PDF](https://RoaringAgents.com/PDF)





# The Agent's Journey

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