

Agent Rise

Real Estate Agent's Guide
To Building A Career You Love

Neil Mathweg

Agent Rise:

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*To my wife Jenny,
and to my children Natalie, Izzy, and Ashton
who have gone on this wild ride with me
building Agent Rise*

And thanks to Kyla Meuer and Dwight Clough for all their hard work on this book. Thanks to Keith Gilmore, Valerie Wilson, Mindi Kessenich, Paige Corbett, Dustin Brohm, and TJ McGraw for being earlier readers, proofing, and helping the book become what it has. And thank you to everyone in the Agent Rise Community who has supported and encouraged me along the way. Agent Rise wouldn't be what it is today, if it wasn't for this amazing community.

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Why I wrote this book for you

I wrote this book to help new agents and agents who feel stuck—not new, but definitely not where they want to be.

I recall seeing a post in a real estate agent Facebook group asking, “What is a great book for a new real estate agent to read?” The most popular books noted were books that most new agent would struggle to wrap their heads around. In most cases they were too advanced, and, in the end, would only confuse a new agent.

I want this book to be the resource new agents pick up, read, get a framework from, and flourish to heights they dreamed of when getting into the business.

And I wrote this book to help put an end to the revolving door of real estate. For far too long I have seen agents come and go. People start in this business full of high hopes only to crash and burn months or years later. In fact, according to a 2014 NAR report, 87% of agents don’t make it past 5 years! That’s crazy, and it needs to end.

This book is divided into two parts. In Part One, we are going to bring you on a journey with Mary, a brand new agent with limiting beliefs, and an agent who lacked a clear plan. Mary is trying to figure out why all her hard work is

producing no results. In Part One, you'll see coaching in action to understand how coaching helps remove limiting beliefs to lead you to breakthroughs you never imagined were possible. You'll also see Mary build a clear plan—congruent to her strengths, become consistent, and experience the results she desired. Then we move on to Part Two—Your plan. We'll walk with you to begin building your plan so you can get after the breakthroughs you are looking for.

You are a fighter, a survivor, an agent on the rise! I hear you, and I want to help you. I wrote this book for you. I want to see you reach your dreams. I believe in you and want to give you the guide you need to succeed.

Why do agents fail? Is it lack of information?

No! In fact, I think it's the exact opposite. I think what's leading agents to fail is information overload. We are smack dab in the middle of the information era. Agents are overloaded with choices, but they lack clarity. The number of available options distracts us from the focus we need to succeed.

I believe what you need to succeed in your real estate business is a CLEAR PLAN that is well crafted around YOUR UNIQUE STRENGTHS.¹ Once you have that plan, if you stay CONSISTENT to the point of MASTERY, you will find success in this business. And once you have that, the sky's the limit.

Too many agents fall prey to the shiny object syndrome.

1 See "Discover your power," chapter 27.

They try something for a month. It doesn't work. Then they see something that looks better. So they abandon the first strategy in favor of the next one. But they don't stick with that one long enough to make it work either. So they move on to the next shiny object.

That's a recipe for failure. But it's so easy to be infected by this syndrome. Walk into any company business meeting, and ideas are floating everywhere. Podcasts, YouTube videos, seminars, webinars, and the list of the latest and greatest ways to improve your business goes on and on. Most agents jump from idea to idea, lose focus, and run like crazy on the hamster wheel.

In this book, you will receive the guidance you need to bring clarity to your business—not someone else's. I will show you how to build your own plan—custom designed for you according to your unique strengths.

In addition to information overload and lack of focus, most real estate agents who don't make it in this business lack confidence in themselves. I want to help you gain (or restore) the confidence you need. Confidence is like a muscle. If you exercise it, it will grow stronger. I will show you how.

I hope this book is a game changer for you!

Neil Mathweg

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Part One: Mary's Story

1. Trapped!

It had been a long day. The parking lot was nearly empty when Mary collapsed into her sun-baked car. The project at her corporate job was sucking the life out of her. But if she didn't pull something off at work, she and her entire team were going to be laid off.

Adding to the stress: Mary's son came home sick from school. But because of everything going on at the office, there was no way Mary could go home early to be with him. She was heartbroken that she couldn't be there to hold her son.

To make things even worse, she was in the middle of a stint of the silent treatment with her husband, John. The night prior, Mary broke down to him about the stress at work, and about her dream to get out of the corporate world and become a real estate agent. The conversation didn't end well. John tried to understand Mary's dream, but fear of not having a steady paycheck coming in was something John couldn't wrap his head around. Mary tried to convince him that they could use their savings so Mary could make the transition. It would just be a few months and then the money will start coming in. That scared John to the point it made it look like he didn't believe in her, which then spiraled into a huge fight.

Trapped.

She felt so trapped. She hated her job, couldn't be there for her kids, and on top of that, she felt like her husband didn't believe in her. The only thing that made her happy or made her feel some hope was thinking about becoming a real estate agent.

Ever since Mary and her husband bought their first home two years earlier, she dreamed of becoming a real estate agent. During the process of buying their home, Mary noticed a few things about their agent: She drove a brand new BMW, lived in a custom-built home, and had people working for her. She was a boss... a mom boss. She had it together, and she seemed so happy. There was something else Mary saw—freedom!

After a good cry in the parking lot, Mary saw her boss walking out of the building toward her. Mary quickly put on her sunglasses and shifted the car into drive. Mary looked up as her boss was passing by. Mary smiled and waved, but her boss barely acknowledged her. Her curt head nod was so cold it only added more hurt.

All Mary could think about on the way home was *How do I get out of this?* She cried on and off the entire ride home. She couldn't take another day at this job.

That night at home, John attempted to apologize.

"I didn't mean to hurt you," he said. "I didn't mean to say I don't believe in you. I just didn't think you were being reasonable—using our savings to chase this dream. And I

don't think being a real estate agent is all that it is cracked up to be."

"Yes, John," she replied, "But this is my dream—not yours."

While getting ready the next morning, Mary got an email from her boss. The email was sent to her entire team. It read:

Mandatory meeting this morning at 9:00 in the large conference room.

Nothing more, nothing less.

All Mary could think about was that they were going to pile on even more stress in working on the project. Her anxiety began to set in.

She arrived at the office and walked straight to the conference room. She noticed things were a little off. Her boss walked in shortly after 9:00 with a very sad look on her face. She sat down and began to explain that everyone on the team was being laid off. "The company has decided to go in another direction and the lay off is effective immediately. Everyone needs to clear out their desks, turn in their laptops, and be out of the building by noon," she said. Each person would receive pay for three months, and health insurance for the remainder of the year.

Suddenly Mary's boss's behavior from the day before made sense. No wonder she didn't wave. No wonder she didn't smile. She knew the bad news she needed to deliver

in the morning.

Looking around the room, Mary saw looks of devastation on every face. But inside she was smiling. *What a relief!*

Of course she felt some trepidation, some fear of the unknown. But that was more than offset by her excitement. The way was clear for her to become what she wanted to be: a real estate agent. And she also felt relief because her new plans didn't require her boss's approval. For the first-time in her life, she was on her own!

When she got back to her desk, she texted John to give him the news.

"Oh, no!" was his reply. "Now what are we going to do?"

To Mary, the answer was obvious. "I'm going into real estate."

She went home that day trying to contain her excitement. She knew the layoff would be a problem for John. He would be scared, looking at the risk, but she was excited, looking at the possibilities.

Before everyone got home from school and from work, Mary had done all of the research. She only had three months to get sales going before they needed to dip into their savings. She needed to get her license and go on a fast track. She had the entire plan worked out and ready to present to John when he got home.

When John got home that night, it went great. John was nervous, no doubt, but also agreed that now was the best

time to give it a shot. They also agreed that Mary would get a part-time job waiting tables at John's sister's restaurant a few nights a week. It was a job Mary did while she was in college, and she knew she could pick up right where she left off.

2. Early signs of success

For the next three weeks Mary studied nonstop preparing to take her test, and, hopefully, get her license.

To take a break from studying, Mary reconnected with the agent who helped them buy their house. They met for coffee and it went great. She welcomed Mary with open arms, inviting her to join their company, and said she would do everything she could to help her grow her business. She explained her company offered in-office training and a coaching program Mary could jump into once she had her license.

The conversation couldn't have gone any better, and it felt like a confirmation that going into real estate was the right choice for her. Everything was coming together.

Mary also announced on Facebook that she was laid off, and had decided to become a real estate agent. She was so excited to pass her test because she couldn't wait to tell everyone she had officially become an agent.

With the amount of people she knew, she expected people to come flocking to her once she announced she was an agent. The signs were already there. The first post she put out there to let people know of her upcoming career change just blew up. She hadn't had so many likes and comments

since the birth of their son. On top of that, with all of the people she knew from her corporate job, plus waiting tables for so many years, she would have all the business she needed.

Mary couldn't wait to get that license in her hands.

3. Passed!

Mary needed to be to the state licensing building by 8:30 am. She could hardly sleep because she was so excited. This was the moment she was waiting for. Today was the day! She was going to become a real estate agent!

She got there on time, coffee in hand, makeup and hair on point for that selfie she was going to be taking later with the license in hand. You know—all the essentials ready to go.

Three hours later she was finished. She hit “submit” and watched the spinning wheel. Did she pass? Was she going to get her license?

YES!

She did it! She had become a real estate agent!

She immediately called her husband to share the excitement. “I did it! I’m officially a real estate agent!”

John caught some of the elation and even offered to take her to lunch to celebrate.

To top it off, the selfie came out perfect, and now her phone was blowing up with people congratulating her. It was such a good day—the day she had been dreaming of for a long time.

At the end of the day, she settled into bed and turned off the lamp with a smile on her face. She couldn't be happier.

4. 87% don't make it!

In the two months that followed getting her license, Mary attended one training after another. She wanted to connect with her friend in the office, but that didn't happen. The other agent was too busy. So instead of in-depth insider advice from her friend, she got this cryptic text: "Fake it till you make it."

Not much help.

So far, it was not coming together. Three months of severance pay was about to end. And, yes, Mary was waitressing to pick up extra money, but that barely covered all the expenses involved in becoming an agent. John was starting to freak out.

Money. She needed to get money coming in. Until she did, she was stuck. There was no way she could tell John that the money wasn't there. She didn't have an accepted offer. A couple of buyers were looking, but that was it.

Sure. The office had a coaching program. Mary could sum it up in one sentence:

Make 50 to 100 calls a day to FSBOs and Expireds.

She looked at her phone trying to summon the willpower to make another pointless phone call to someone

who would probably hang up on her.

I don't know what I was thinking, but this wasn't it.

Mary didn't know which she feared more—the constant rejection, or the possibility that one of these FSBOs might actually ask for a listing appointment. *Then what would I do?* she wondered. *I wouldn't choose a rookie like me over an experienced agent. How could I talk someone into doing something that I wouldn't even do myself?*

As the office manager walked by her desk, he probably saw the defeated look on her face, because he stopped to give her one of his “go-team-go” pep talks. “Just make the calls. You can do it! It will work for you!”

She worked up a smile, but inside she was thinking: *How can I tell you this isn't working? Your pep talk feels cheap. It feels fake. You're making me feel like a sleazy used car salesperson. It isn't me. And it isn't working.*

Open houses. One of the top agents in the office told her to host open houses. “That's where the buyers are,” she said, “It's a great way to build your business.”

That sounded fantastic. Mary started hosting open houses for other agents in her office every weekend. After four weeks of this, her enthusiasm started to wane. Yes, she met buyers (along with tire kickers), but those meetings didn't take her where she wanted to go. “Sorry,” they said, “we're already working with an agent. Sorry.” Oh, yes, there was one exception: A young couple did give Mary their names and a phone number. The next morning she called.

The phone was disconnected.

I don't know what it takes to reel people in from open houses, she said to herself, but it's pretty clear I don't have it.

But there's always friends, right?

At first, Mary thought for sure she would get her first clients from her group of friends. So she started calling through the list.

"Oh, yeah, Mary, we'd love to." When we're ready to buy. When we're ready to sell. When the time is right. Sometime in the future. Maybe twenty years from now. Maybe a hundred years from now.

Nobody was ready now, and Mary needed a now, not a maybe, not a someday, but a now.

"Couldn't you just sell your home now?" she felt like asking. But she didn't. The last thing she wanted to do was drive her friends away by coming across like a pushy sales person.

As Mary phoned through her list of friends, a nagging voice in the back of her mind started to chant her deepest fear:

What if you say yes? Then what will I do? What if I blow it? What if I don't do a good job? What if I disappoint you, and I mess up everything for you? Other agents in my office negotiate sweet deals for their clients. How do they do it? I have no idea. I'm clueless.

So much for those Facebook posts with all those likes and “congratulations.”

Mary’s office manager had been giving her internet leads to work. Great, right? No. Another dead end. She couldn’t get anyone to call her back. She kept leaving messages like everyone said to do. She even tried texting them. After seventy-five calls, she racked up two responses:

1. “Not interested.”
2. “Stop! Take me off your list now!”

No wonder 87% of agents don’t make it past five years! I don’t know how they even make it past a year!

Mary was running out of time and running out of ideas.

There’s gotta be a better way...

While sitting at her cubicle Mary Googled, “How to make it as a new real estate agent.”

Among the results, she found a podcast that looked promising.

Hmm... Something to listen to on the way home.

5. Shiny object syndrome

Mary turned on the podcast and eased her car out of the parking lot. Neil, the host, started out by telling her what she already knew: It's hard to make it as a new agent. Really hard.

“No lie,” Mary said aloud.

“But what makes new agents fail?” the host asked. “Two things: First, the shiny object syndrome, and second, lack of congruency. Let me explain...”

Agents try one thing one day and another thing the next. They chase the next shiny object, the idea that seems good, but they don't stay consistent with anything long enough to succeed.

And why do they get stuck in the “shiny object syndrome”? Because they don't have a clear plan that's congruent with them—a plan that fits their personality.

Wow! Mary thought about how much she hated every minute of calling those FSBOs and Expireds. *Open houses aren't working. Those internet leads are impossible.*

Her plan, if she had one, definitely wasn't congruent with her personality. And, even if it was, it wasn't working.

Neil went on to discuss something he called the “Three

Pillar Plan.” He explained how it was possible to create a Three Pillar Plan™ that fit your unique personality—a plan that would work and would empower you to build a successful real estate business.

That sounded magical to Mary. *Where was this guy three months ago?!*

Mary kept listening, and then, instead of turning into her driveway, took a ride around her side of the city just to listen to another episode.

Everything Neil was saying made sense. Spot on. As his podcast came to a close, he said, “If you need to talk, just reach out to me.”

Absolutely, Mary thought. *You’re gonna get a call from me.*

When Mary looked up Neil’s contact information later that evening, she was surprised to discover that she and he lived in the same city, Madison, Wisconsin.

Wow!

Mary sat down to her keyboard and started typing: “I have been listening to your podcast. It has been so good! I was wondering if you could help me. I am a few months in, and I am struggling to put my first deal together. I have a few things going, but nothing is certain. I’m not sure I can afford your coaching but at this point I don’t have anywhere else to turn.” And then, just before hitting send, she added, “Wow! We’re both in Madison. How cool is that?”

Neil’s reply came the next morning:

“I’d be happy to help any way I can. Since we’re both in Madison, let’s grab coffee. Just go to my website www.agentrisecoaching.com and schedule a time with me.”

That was easy! Maybe I can finally get the help I need...

6. A business you love

When Mary arrived at the coffee shop to meet with Neil, her nerves were jangling. There was so much to cover, and so much riding on this meeting!

After a bit of small talk, Neil asked, “What do you love about this business?”

Mary searched for words. She had been so excited to get into real estate. But the dream had almost turned into a nightmare. Nothing was what she expected. Nothing was working the way she wanted it to. She didn’t want to sound negative, but what would she gain by lying?

She took a deep breath and plunged in. “I can’t say I love much. I have been instructed to ‘dial for dollars’ and I hate every second of it. I feel like a robot that is broken. I don’t like being salesy, and I feel like I can’t be who I am and be successful at the same time.”

Neil nodded. “Believe me, I get it. Your situation is very common. Before you were told to call FSBOs and Expireds, how did you dream you were going to build the business?”

“To be honest with you, I thought friends and family would just call on me. I also thought open houses would be a great way to find clients. But none of that is working.”

Here's to the Risers

As you launch your journey, I want to share the Riser's Creed with you. I wrote this for our Agent Rise members as I see so many of them fight to their breakthrough and beyond. I also wrote this for you, as your anthem to your break through.

Here's to the Risers.
To the fighters
the survivors,
the stay up all-nighters.
The ones with desire,
with fire,
who want to inspire.
You can't ignore them.
They won't back down.
They won't give up.
They are a Riser.

They know what they need to do.
They have a clear plan.
They work according to a vision.
They avoid shiny objects.
They are consistent.

They are 100% responsible,
failure isn't possible.
They are a Riser.

They know the door is revolving.
That won't stop them.
They know the odds are against them.
They don't care.
They follow the steps.
They work with confidence.
And at the end of the day,
They know they are well on their way.
They are a Riser.

Schedule a coaching discovery call at agentrisecoaching.com. It's free. It's 30 minutes. And it will change your business and change your life. I guarantee it, or your money back! 😊