



TOP
25

REASONS WHY



1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____



FIVE-YEAR PERSONAL INCOME PLAN

YEAR	MUST HAVE INCOME	LOVE TO HAVE INCOME
2023	\$ _____	\$ _____
2024	\$ _____	\$ _____
2025	\$ _____	\$ _____
2026	\$ _____	\$ _____
2027	\$ _____	\$ _____

HOW WILL THIS MAKE YOU FEEL?



**EXTREME
REAL ESTATE
FREEDOM**

**Real Estate
Agent Freedom**
 Target Date: _____

**FREEDOM
MILESTONES**

**5,000+
in your organization**
 Target Date: _____

**Help 3 Reach
Milestones 8**
 Target Date: _____

**DUPLICATION
MILESTONES**

**25+ FLA's
(Agents not on your
team in 18 months)**
 Target Date: _____

**125+
In your organization**
 Target Date: _____

**500+
In your organization**
 Target Date: _____

**FOUNDATIONAL
MILESTONES**

Active with eXp
 Target Date: _____

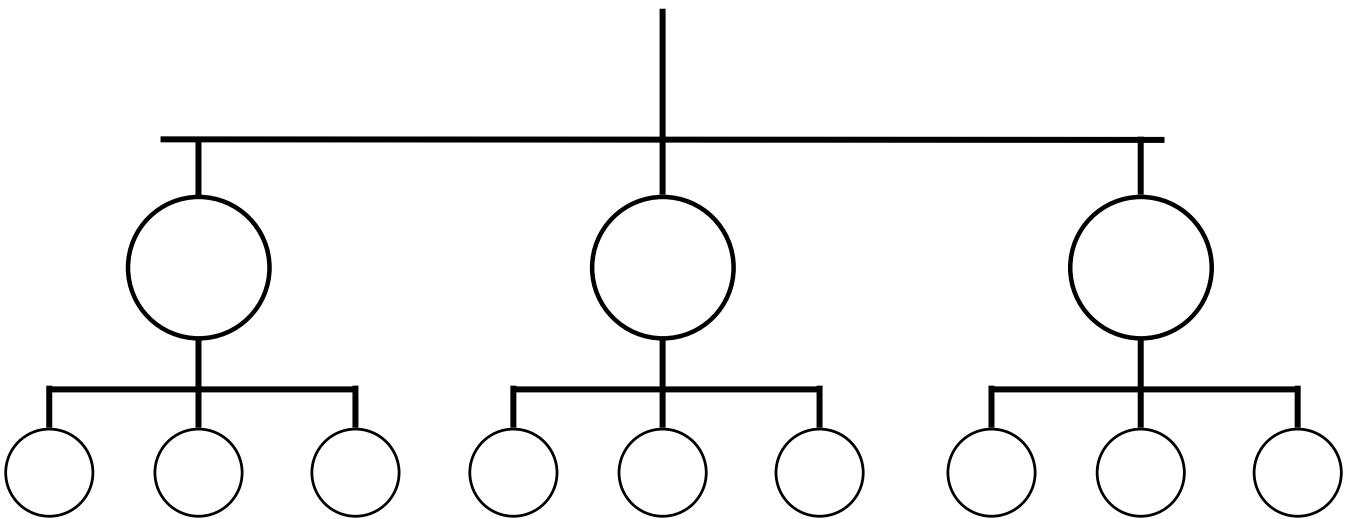
Sponsored 1
 Target Date: _____

5 FLA's
 Target Date: _____

**Sponsored 3+
who have more than
one recruit**
 Target Date: _____

HUNGER | LEADERSHIP | DUPLICATION | FREEDOM

YOU



3 Generals- Who have 3 Generals

expTM REALTY

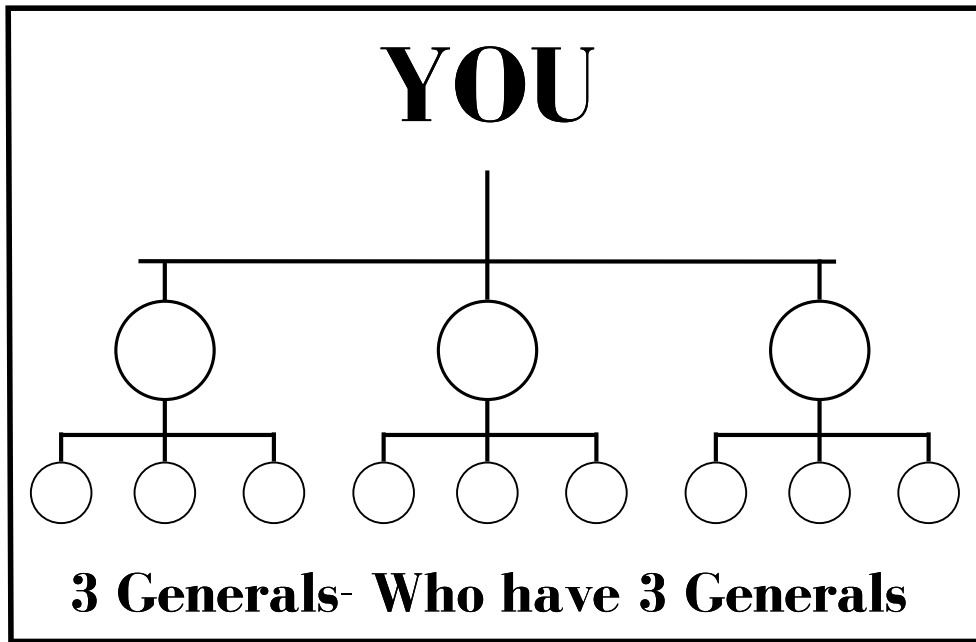
Wealth Chart & Top 4

The 'Wealth Chart' is a grid-based financial planning tool. The 'Top 4 Daily Freedom Plan' is a structured plan with sections for 'Name', 'Year', and 'Value'.

Real Estate Agent Freedom Planner

A 3x5 grid of circles used for tracking performance. Each circle has 'Current' written above it and 'Target for year' written below it.

EXP REALTY- THE ONLY BUSINESS MODEL IN REAL ESTATE WHERE YOUR # 1 GOAL IS TO HELP PEOPLE OUTGROW YOU AND OUT EARN YOU!



Thoughts:

- It doesn't matter what works, it matters what duplicates
 - exp is not just a little better-EXPONENTIALLY better
 - 99% of real estate training is designed to show you how to run
- Faster on the treadmill**
- Recruiting based- Attraction enhanced
 - Recruiting is a PROCESS, not an event
 - Im not going to rely on recruiting alone!
 - Are you a business owner or just a real estate agent?
 - Residual income value formula. \$ _____ X 12 X 25 = \$
 - Our recruiting efforts and dollars invested should be a multiple of what we are spending to generate transactions
 - What if we put in the same effort to recruit talent as we do to recruit sellers?
 - If you want to change the size of your revenue share group change something you do daily
 - Your goal is to duplicate yourself and help other out earn you!
 - Residual income cuts the link between time and money
 - Residual income = money that keeps coming in from what you did one time
 - Biggest opportunities attract the biggest players
 - Width EQUALS depth
 - Success is just a MATH problem
 - Only thing better than Compound INTEREST is Compound AGENTS
 - This is an EGO risk- you don't need CAPITAL- you need COURAGE
 - You cant compete with me ... I want you to win too!
 - You don't attract what you want ... you attract what you ARE!
 - Proximity is power!
 - Promoters WIN BIG!

What to say:

- Where are you at in your business?
- Where do you want to go?
- What do you like best about your current brokerage?

- If you could change one thing about your current brokerage, what would it be?
- You're with a great company ... if you were to make a change, what company stands out most to you?
- Who coaches and mentors you right now? Who do you mastermind with?
- What do you need from a mentor or brokerage to get you where you want to go?
- Have our conversations been valuable? Would it be valuable on a long term basis?

Freedom Seven

7

1. Preparation
2. Clarity of Vision/Your Story
3. Leadership
4. Offers
5. Duplication
6. Habits & Systems
7. Accountability



EXP REALTY- THE ONLY BUSINESS MODEL IN REAL ESTATE WHERE YOUR # 1 GOAL IS TO HELP PEOPLE OUTGROW YOU AND OUT EARN YOU!

Actions:

- 4 minutes in the morning tracking where you are
- Give value to 4 agents everyday expecting nothing back
- 2 - 10 - 40 Plan- Talk to 2 agents per day, 10 days a week for 40 months.
- 4 hours a week focused and blocked out to grow
- Invite 4 agents a week to meet
- Attend at least 4 major events per year

Thoughts:

- It doesn't matter what works, it matters what duplicates
- eXp is not just a little better-EXPONENTIALLY better
- 99% of real estate training is designed to show you how to run faster on the treadmill
- Recruiting based- Attraction enhanced
- Recruiting is a PROCESS, not an event
- Im not going to rely on recruiting alone!
- Are you a business owner or just a real estate agent?
- Residual income value formula.
\$ _____ X 12 X 25 = \$ _____
- Our recruiting efforts and dollars invested should be a multiple of what we are spending to generate transactions
- What if we put in the same effort to recruit talent as we do to recruit sellers?
- If you want to change the size of your revenue share group change something you do daily
- Your goal is to duplicate yourself and help other out earn you!
- Residual income cuts the link between time and money

- Residual income = money that keeps coming in from what you did one time
- Biggest opportunities attract the biggest players
- Width EQUALS depth
- Success is just a MATH problem
- Only thing better than Compound INTEREST is Compound AGENTS
- This is an EGO risk- you don't need CAPITAL- you need COURAGE
- You cant compete with me ... I want you to win too!
- You don't attract what you want ... you attract what you ARE!
- Proximity is power!
- Promoters WIN BIG!

What to say:

- Where are you at in your business?
- Where do you want to go?
- What do you like best about your current brokerage?
- If you could change one thing about your current brokerage, what would it be?
- You're with a great company ... if you were to make a change, what company stands out most to you?
- Who coaches and mentors you right now? Who do you mastermind with?
- What do you need from a mentor or brokerage to get you where you want to go?
- Have our conversations been valuable? Would it be valuable on a long term basis?



TOP 4 DAILY FREEDOM PLAN

Name: _____

Week Of: _____

<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Monday	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10

<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Tuesday	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10

<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Wednesday	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10

<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Thursday	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10

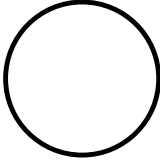
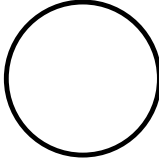
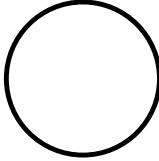
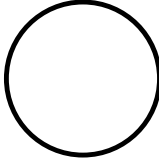
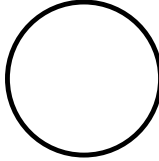
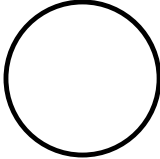
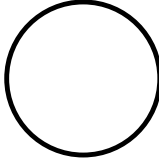
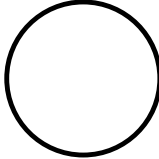
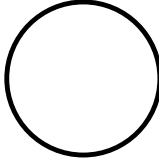
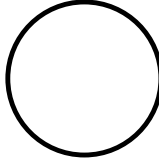
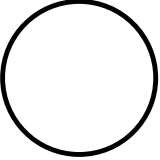
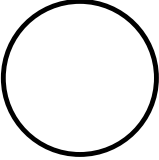
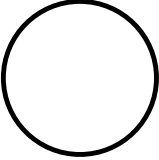
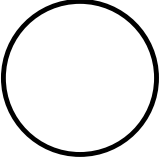
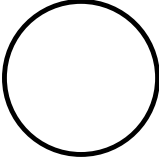
<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Friday	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10

<input type="checkbox"/> Screenshot Rev Share <input type="checkbox"/> Goals/Vision Board <input type="checkbox"/> RRI <input type="checkbox"/> Review Wealth Chart <input type="checkbox"/> Leadership Book/Podcast <input type="checkbox"/> Personal Post <input type="checkbox"/> Aspirational Post <input type="checkbox"/> Scan Partners & Targets											
Weekend	Agent Name					Invite to Overview			Yes	Results	
	1.								✓		
	2.								✓		
	3.								✓		
	4.								✓		
	FB/Insta/Social Message	1	2	3	4	5	6	7	8	9	10
Direct Text/Message	1	2	3	4	5	6	7	8	9	10	10
In Person/Call/Video Message	1	2	3	4	5	6	7	8	9	10	10



REAL ESTATE AGENT FREEDOM PLANNER

2023 _____ AGENTS

<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year
<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year
<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year	<p>Current</p> <input type="text"/>  Target this year



WEALTH CHART

FLQA					Level Unlocked	Generals	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5	2	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	10	3	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	15	4	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	20	5	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	25	6	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	30			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	35			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	40	7	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	45		<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	50		<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	55		<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	60		<input type="text"/>	<input type="text"/>

Unqualified					Working Hot	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	5	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	10	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	15	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	20	<input type="text"/>	<input type="text"/>

Year 1	Year 2	Year 3	Year 4	Year 5
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

		Total Agents	Potential Revenue	Freedom Numbers	Hit List	
\$2,800	1	<input type="text"/>	<input type="text"/>		} Agents <input type="text"/> Revenue <input type="text"/>	<input type="text"/>
\$3,200	2	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$2,000	3	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$1,200	4	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$800	5	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$2,000	6	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$4,000	7	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>
\$800 Avg	Total	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>