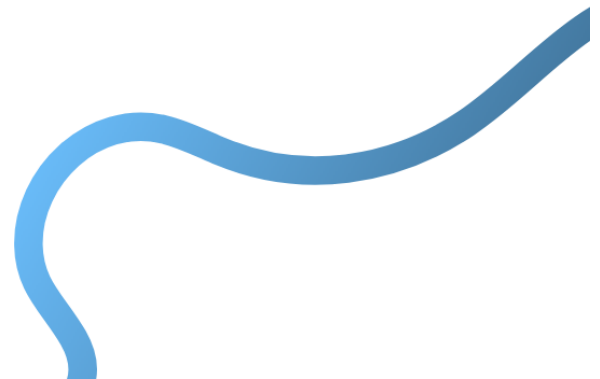




creating a culture of excellence

ABODE DUBAI

101 How to become the best
real estate agent in Dubai



“Success isn’t always him
greatness, It’s about
consistency! Consistent hard
work leads to success then
Greatness will come”

Dwayne Johnson

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INTRODUCTION

“We are what we repeatedly do. Excellence, then, is not an act, but a habit. “
Aristotle

Welcome to the ABODE Broker Training literature! To create a culture of excellence this productivity & personal development training literature is designed for Real Estate Professionals to enhance their routines. This training literature provides you with templates to fill out to plan your goals and your time and to write down your reasons for doing what you do. Based on the success of the ABODE Broker we created this training literature as a tool for any broker to use at anytime.

Dubai's real estate market is super competitive so work hard and **work smart**. This training literature is a tool to empower you to be the most successful real estate broker you can be. It is not intended to replace your CRM, or other technology. It is a goal setting, tracking, and accountability training literature and is complementary to your digital tools.

A successful real estate broker builds their business daily and **works intentionally**. 80% of your time should be spent on income proceeding activities. Brokers who build a successful real estate career generally have similar core habits. Look at any top brokers you know or have heard of ant their core habits are:

- **Build Relationships for Life:**

Successful brokers know that every person they speak to is a potential client for life. They know that building genuine relationships is key to being trusted as a real estate professional. Be client focused and not transaction focused.

- **Consistency:**

Successful brokers stick to their daily schedule of income producing activities and build long term client relationships by being **reliable and consistent** in their service.

- **Lifetime Learners:**

Successful brokers are lifetime learners. They read books to gain knowledge, they take courses, they listen to podcasts, and learn from people who are successful in their industry. They intentionally surround themselves with successful people to learn from.

- **Small Daily Steps:**

Successful brokers know that small actions (baby steps) done consistently every day over time leads to success. Just 5-10 prospect calls a day will generate increased income, increased client retention and increased referrals.

This training literature was created because you just need a simple tool that will guide you to success and tips that can be implemented daily.

The intention is to share with you information I have picked up along the way, through this Training literature as a tangible tool you can start using right now. **Supplement** the good things you do with my way of doing things here...

HOW IT WORKS

“You’ll never change your life until you change something you do daily. The secret of your success is found in your daily routine.”

John C. Maxwell

The goal of this training literature is to provide you with a simple guide (there is no fluff in this Training literature - it’s all valuable and easy to implement). The steps (if followed) will show you how to set up your business goals, and be consistent in your daily habits to grow your business and income.

These are the simple steps that you are going to follow in this Training literature, these include:

1. Getting Organised:

We kick off the training literature with some tips & tools for you to start thinking about how to organise your business and goals going forward.

2. Define Your Why:

Next you will write down why you are working as a real estate broker and why you are willing to put in the blood, sweat, and tears to be successful real estate broker. Usually this is related to family goals, personal goals, early retirement, Insta-fame - whatever motivates you!

3. Determine Where You Are:

To move forward you have to determine where you are right now. Think about what is going well for you and what you hope to achieve moving forward.

4. Think Ahead:

In this section you will note down when you are taking holidays and any other relevant plans for the period ahead - usually one year, so you can figure out number of working days.

5. Create Your Annual Business Plan:

Most likely for the first time ever you are going to write an Annual Business Plan for you. You are a business and you need to focus your goals for the year and achieve them.

6. 30 Challenges to Grow Your Business:

A page of 30 Easy Challenges that you can complete during the year to grow your business.

7. Monthly Planning:

One page for you to fill out at the start of each month to plan out your goals and activities for the month ahead. Start anytime.

8. Notes & Ideas:

Blank pages to write down ideas for your business as and when they come to you. Be sure to refer back to these pages each week and implement your great ideas.

9. My Results:

A page to track your results for No. of Rental Deals, No. of Sale Deals, Income, and No. of Contacts your database has in it. Every category should be growing!

10. Training Courses:

A page to note down any training courses or certifications that you want to compete and when. Again, make sure you celebrate as you tick each one off during the year.

GETTING ORGANISED

Tips & Tools

This Training literature is written in such a way as to guide you to be intentional with your time and to organize your business and create better habits. The power of consistently following a schedule and focusing on your goals daily is everything.

Real estate is the most incredible **profession**. The income and growth potential is limitless however for you to succeed you need to do so through creating strong relationships, by being authentic, and providing reliable advice and service to your clients. These skills can be transferred to any real estate market in the world.

Before you start out, you need to set up your business tools and get organised. I recommend getting started with the following simple steps:

Choose a Niche (Area Specialist)

You will build your business faster by being an expert in **one niche** and the best way to do this in Dubai is to focus on one geographic location and become an expert in it. Depending on your years of experience you decide how big that location is. However, keep in mind that by expert I mean you must know absolutely everything about the area and have all the tools on hand to share with clients to prove your value as an advisor.

Just some of the key information to gather (there is lots more but get started with this):

- Number of properties in the location / Types of properties
- Price range for all types (rentals and sales) / Property yields
- Developers in the area and information about the developers
- Floor plans / Master plans
- Services and features of the location
- Expense associated with the properties (service charges, DEWA costs, etc.)
- Pros and Cons of the area

Always keep up to date with this information. You can do simple things like set up Google Alerts for your area using key words so you receive latest news, and check your preferred resource for property price movement in your area, through Dubai Land Department or the major property portals. YOU Create a newsletter to update each month and send your clients that keeps them informed of your niche areas latest sale and rental information.

Create a Profile

Create a profile that you can email to every potential client you meet. It should include a short bio all about you and your experience and a summary of your niche providing high level information that potential clients would need to know and be sure to include a call to action for them to contact you.

Create a brokers Toolkit

Create a toolkit of information to provide to your clients, It should include your profile, forms for sales and leasing, key reference information about buying, selling, and renting in the Dubai market, and more. Make insightful and worthwhile.

Set up a Broker Website Page

Create your own website landing page. You can refer potential clients to your website to read through your bio, testimonials, social media feed, listings, blog, location information and always offer a call to action that they only get if they register with their contact details - like a free moving checklist pdf download.

Create Your Scripts

Take some time to write up a document which sets out the objections that clients usually have and how you can respond to those objections. Then study it every day and practice it. This makes responding to client objections on the spot easy. For example, if you are a brand new Broker then a clients objection might be that they want to list with a more experienced broker. You need to plan your response to that objection and point out the benefits you bring as a fresh broker.

Create Your Email Templates

Often, we are sending out very similar emails to prospective clients or existing clients. Take the time to create a set of email templates that you can use with your clients. Great time saving tip.

Organize your Database

One of the biggest challenges I have seen with Dubai brokers is not keeping a detailed customer database. It seems so simple but let's face it we are all guilty of not capturing every lead and following up with them **consistently and intentionally**. This is the most common reason that a broker will succeed or fail.

You need to nurture your CRM database Every! Single! Day!

As a successful real estate broker, your CRM database is the most valuable asset for your business growth. Your CRM database should keep a record of all lead and client details, including their preferences, and all past communication and should be used for prospective, current, and past clients.

I would recommend that you track when you are going to next contact the client, and the campaigns you have sent them. Keep all your information about the client, their properties, personal details, and communication notes on the CRM.

Every person you come in to contact with should be captured in your CRM because everyone is a potential client. Record their details in your database and group them in contact lists and keep in touch with them in a way that is useful to them and provides value to them.

GETTING Organised

Time Blocking

Time blocking is a great time **management technique** where you simply divide up your week in to blocks of time. The blocks you create are assigned to activities that are important to you and that you need to work on each week to reach your annual goals. Its so easy to get caught up in daily reactive activities. Time blocking keeps you on track to work on the activities you should be focused on.

Have a look at the example week that I have created below for a Dubai real estate broker. This broker allocates time blocks to activities like family time and exercise. Use this for inspiration then create your own Ideal Week using the template on the next page.

Example Ideal Week for a Dubai real estate broker

| | MON. | TUE. | WED. | THU. | FRI. | SAT. | SUN. |
|---------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------------------------|
| 5 am | 5km Run | 5km Run | 5km Run | 5km Run | 5km Run | | 5km Run |
| 6am | Morning Routine & Commute | Morning Routine & Commute | Morning Routine & Commute | Morning Routine & Commute | Morning Routine & Commute | Family Time | Morning Routine & Commute |
| 7am | | | | | | | |
| 8am | | | | | | | |
| 9am | Admin & Planning | Admin & Planning | Admin & Planning | Admin & Planning | Admin & Planning | | Admin & Planning |
| 10am | Emails & Prospect Calls | Emails & Prospect Calls | Emails & Prospect Calls | Emails & Prospect Calls | Emails & Prospect Calls | | Emails & Prospect Calls |
| 11am | Lunch | Lunch | Lunch | Lunch | Lunch | | Client Meetings / Family Time |
| 12pm | | | | | | | |
| 1pm | Formal Client Updates | Deal Admin | Deal Admin | Deal Admin | Formal Client Updates | | |
| 2pm | Client Meetings | Client Meetings | Family Time | Learning & Development | Networking | | |
| 3pm | | | | | | | |
| 4pm | | | | | | | |
| 5pm | | | | | | | |
| 6pm | | | | Client Meetings | Client Meetings | | |
| 7pm | Family Time | | | Family Time | | | |
| 8pm | | | | | | | |
| Evening | | | | | | | |

GETTING Organised

Your Ideal Week Template

“Time is more valuable than money. You can get more money, but you cannot get more time.” - John Rohn.

Use the template to create your Ideal week using time blocking. In creating your ideal week remember the following keys to success:

- A successful broker **spends 80% of their work week** focused on income producing activities.
- A successful broker blocks out time each week for Networking.
- A successful broker blocks out time each week for self Training & Development.

Your Ideal Week

| | | | | | | | |
|---------|--|--|--|--|--|--|--|
| 5am | | | | | | | |
| 6am | | | | | | | |
| 7am | | | | | | | |
| 8am | | | | | | | |
| 9am | | | | | | | |
| 10am | | | | | | | |
| 11am | | | | | | | |
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| 3pm | | | | | | | |
| 4pm | | | | | | | |
| 5pm | | | | | | | |
| 6pm | | | | | | | |
| 7pm | | | | | | | |
| 8pm | | | | | | | |
| Evening | | | | | | | |

DEFINE YOUR WHY

This is how we start, because this is what is going to remind you every day why you are working so hard. Your very first task is to sit down and take the time to define your WHY Statement.

Being a real estate broker in Dubai can be challenging and there are good days and bad days. To stay focused and remain on track consistently growing your business and client base you must have a clear reason WHY.

Your WHY Statement will drive you to go after every opportunity to earn income because you are clear of your goals and you are driven by a great goal. An example is

- WHY do you show up every day?
- WHY do you keep going when you don't feel like it?
- WHY do you work long hours?
- WHY are you here in Dubai building success?

Let your WHY Statement become your daily mantra. Save it as your screen saver on your laptop. Save it on your home screen of your phone. Stick it on your bathroom mirror.

It could be something like: "To create a AED 5 million net worth by the age of 40 so I can send my two children to university and buy a family home". Then write down a few more details about why this is important to you and what impact it will have on the people closest to you.

Write out your WHY statement below:

| |
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| |
| |
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| |
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| |
| |

When you get frustrated and tired I want you to look back and remind yourself of this WHY Statement. Your personal WHY should be your motivation to work hard.

THINK AHEAD

This Training literature is a practical tool that you will use to plan and you will refer back to at least monthly to check in on your goals and keep yourself in check.

Whenever you get started with this process, you need to plan your goals and start to think ahead.

As a real estate broker, you are an entrepreneur and you need to have your own Annual Business Plan.

The process of creating your Annual Business Plan will include four simple steps:

- Step 1: Set your Financials Goals
- Step 2: Define your Business Goals
- Step 3: Define your Strengths, Opportunities, & Challenges
- Step 4: Set your Training Goals

Before you start the Annual Business Plan process I want you to take some time to think ahead. Choose a time period - say the next 12 months, then figure out the time you will be working, the slow months, the busy months, and when you plan to take holidays.

Remember that you are not going to be working every single day of the year otherwise you will burn out. A successful broker balances work with taking holidays, fitness, having fun, and spending time with family and friends.

Make Note of your Holidays & No. of Days you plan to work this year

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| |

Now that you have planned how many days you will work this year, and you have defined your why, you are ready to write your Annual Business Plan.

CREATE YOUR ANNUAL BUSINESS PLAN

Setting up your Annual Business Plan is exciting because it sets the goals and work for the year and it's a detailed plan to guide you to the most successful year of your real estate career.

There are 4 simple steps to creating your Annual Business Plan. These are:

- Step 1: Set your Financials Goals
- Step 2: Define your Business Goals
- Step 3: Define your Strengths, Opportunities, & Challenges
- Step 4: Set your Training Goals

Step 1 - Set your Financial Goals

According to the National Association of Realtors (NAR) in the US, on average it takes 25 leads to secure 1 appointment and 4 appointments are needed for 1 deal. I know we are in Dubai and not the US, but the numbers make sense and if you are a new broker then this is a good place to start building your goals. Once you are experienced then you can use your own numbers and conversion rates to drive your next years goals.

Now I want you to work out your goals for the year using this template and I have provided an example to help you:

| | |
|--|--|
| Write down your commission spilt % (e.g. 50%): | |
| Write down your income goal this year (e.g. I want to make AED 500,000): | |
| Write down the average property price per deal (e.g. AED 1.5M): | |
| Write down your average commission per deal (e.g. AED 15,000): | |
| Divide your income goal by your average commission per deal to figure out the number of deals you need to do this year (e.g. $AED\ 500,000 / 15,000 = 33$): | |
| Multiply the number of deals by your average property price to get the value of deals to achieve this year (e.g. $33 \times AED\ 1.5M = AED\ 50M$): | |
| If it takes 4 appointments to get to 1 deal, then write down how many appointments you need to do this year (e.g. $33 \times 4 = 132$): | |
| If it takes 25 contacts to get 1 appointment, then write down how many contacts you need in your database to get appointments (e.g. $132 \times 25 = 3,300$): | |
| Monthly appointments needed (e.g. $132 / 12 = 11$): | |
| Minimum monthly contacts needed to get an appointment (e.g. $11 \times 25 = 275$): | |

When you work your numbers its much easier to figure out your Goals. Looking at my example numbers, I know that even when I get busy, that I need to make a minimum of 275 outreach contacts per month. Real estate is a pure numbers game, the more people you are in contact with, the higher chance you have of doing more deals.

CREATE YOUR ANNUAL BUSINESS PLAN P2

On the previous page you calculated all of your numbers to understand how you are going to reach your income goal. Now record the key numbers below:

| | |
|---|--|
| My Goal Income this Year: | |
| My Average Deal Value: | |
| My Total Deals Needed this Year to reach my Income Goal: | |
| My Total Contacts Needed this Year to reach my Income Goal: | |

Now divide these numbers throughout the year as monthly goals and fill out the table below. Go ahead and complete all the Goal columns below according to your niche of rentals, sales or a combination of both.

The process of setting goals by month is to get you in to the consistent habit of pushing yourself every day to get you closer to your monthly goal. Every day counts. Push yourself and see the reward as your numbers grow.

Annual Business Goals

| | No. Of Rentals Goal | No. Of Sales Goal | Income Goal | No. Of Contacts Goal |
|--------------|------------------------|----------------------|----------------|-------------------------|
| Jan. | | | | |
| Feb. | | | | |
| Mar. | | | | |
| Apr. | | | | |
| May. | | | | |
| Jun. | | | | |
| Jul. | | | | |
| Aug. | | | | |
| Sep. | | | | |
| Oct. | | | | |
| Nov. | | | | |
| Dec. | | | | |
| TOTAL | | | | |

Step 2 - Define your Business Goals

Define your business goals below to clearly define who you are as a Broker and what makes you different. Know your unique target market and define how you can attract them and keep them as clients. How will you provide value to your clients this year?

What is my geographic focus area and specialization?

| |
|--|
| |
| |

What is my niche? What do I offer that is unique?

| |
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| |

What are my three key goals for the year? Remember Goals should be Specific, Measurable, Attainable, Realistic & Timely!

| |
|--|
| |
| |
| |

What are the three marketing tools I will use this year?

| |
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| |
| |
| |

What are my networking goals for this year?
List the networking that I commit to complete this year

| |
|--|
| |
| |
| |

CREATE YOUR ANNUAL BUSINESS PLAN

Step 3 - Define your Strengths, Opportunities, & Challenges

It is the time to think about the Strengths, Opportunities, and Challenges that you have as a Broker. Every Broker has their own unique selling proposition and niche. You are an expert service provider so define why people will work with you rather than another broker.

Sit down and take the time to define your strengths and your challenges and then what are the opportunities that your skill set brings to the table for a client.

This is a super important step - please take the time to do it and be honest with yourself!

| | |
|--|--|
| Strengths (e.g. I am able to build strong relationships with lots of different types of people) | |
| | |
| | |
| | |
| Opportunities (e.g. I can improve my time management as I am often late for appointments) | |
| | |
| | |
| | |
| Challenges (e.g. I have a young family so I can't be available at all hours) | |
| | |
| | |
| | |

Step 4 - Set your Training Goals

| | |
|---|--|
| Set some training goals for the year. Include courses, certifications, and online training courses | |
| | |
| | |
| | |

Congratulations Your Business Plan is Complete!

30 CHALLENGES TO GROW YOUR BUSINESS

Here are 30 Easy Challenges for you to complete during the next 12 months.

Set yourself a goal for completing all of the challenges and watch your business grow.

1. Create your own Guide to Buying a Property that you can share with clients.
2. Write down your unique selling proposition. This means what is it about you that makes you the best real estate broker for your clients to work with;
3. Create an email newsletter to go out to your client database.
4. Hand out 35 business cards every week as a minimum. (or 5 a day)
5. Sign up for a training course to improve your skills. Try an online course in negotiation and add the qualification to your LinkedIn profile;
6. Deliver a gift card and thank you note to one past client this week;
7. Get up 1 hour earlier than usual and use that time for personal development;
8. Connect with 1 new person every day - use your gym, sports teams, and groups to meet people and build relationships. Enter that contact in your CRM;
9. Be early to every appointment you have. Arrive 15 minutes before the planned time of the meeting;
10. Create handwritten note templates that you use for your clients. Have a handwritten notecard kit ready to use at anytime;
11. Listen to podcasts in your car. Real estate brokers spend a lot of time in the car so LEARN while you drive;
12. Reach out to a home inspection service and negotiate a discounted rate with them and then recommend to every seller that they get a home inspection to differentiate their listing;
13. Write a one page profile and share it with one new client today and everyday;
14. Spend one hour a day working on your CRM database;
15. Contact one past client today and genuinely follow up with them to make sure all is okay with their property. *Don't ask for business*;
16. Take a course in public speaking and presentation improvement;
17. Review your Ideal Week time blocking and update it where needed;
18. Invest in social media marketing for one month to grow your reach;
19. Write down **five negative things about each of your listings** and create a response to each one;
20. Create two new email templates for client emails;
21. Sign up for one new networking group this week;
22. Review your LinkedIn profile and improve it.
23. Join one community group in your area and plan how to contribute your time;
24. Call 25 people in **your database** today;
25. Join one industry group and plan to regularly attend their events;
26. Call one past client and ask for a referral;
27. Write all your scripts for every occasion;
28. Spend one hour each day practicing scripts;
29. Read one real estate article every week;
30. Dedicate 1 hour each week to read the business news and real estate market statistics, especially about your Niche;

LET'S GO!

“Plan your work for today and every day, then work your plan.”
Margaret Thatcher

This section is called “Let’s Go!” Because now you’ve organised your business, you’ve defined your WHY, and you’ve done all the planning in the previous sections. Now it’s time to work your plan.

You are so motivated and ready to go - look out Dubai! Now, I’m excited that you are excited, but inspiration is nothing without implementation and hard work.

As you continue on your journey as a Dubai Real Estate Broker you may lose momentum at times because it’s hard work and can be a tough industry. My advice is just keep your head down and work.

Don’t worry about what you see on social media and don’t get discouraged if you see big deals being done and you have not yet gained momentum. Just keep working and it will happen.

I want you to promise yourself that you will keep coming back to the simple steps in this Training literature to help you keep on track, stay motivated, and focused.

Remind yourself of your Why when times get tough and use this Training literature every single day to focus your mindset and visualize yourself reaching your goals and track your success.

Ok, let’s get started:

- In the next section in the Monthly Planning - you have a page for you to fill out at the start of each month to plan out your goals and activities for the month ahead. Make sure you spend at least 1 hour each month to work on this to get your head in the game for the month ahead.
- Don’t forget that there are Notes & Ideas pages through this Training literature which you can use as a daily journal area to make note of anything that you want to refer back to that will help you grow your business, personal growth, or just notes about a great experience you had with a client that you want to remember.

Every real estate broker in Dubai should be proud of the work they do, you are growing a key industry in Dubai and helping to build this city.


Represent the industry well, be authentic, be ethical, and be client focused

“By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be. Put your future in good hands, your own.”
 Mark Victor Hansen.

There are Monthly Planning pages in this Training literature for you to use to check back in with yourself each month and hold yourself accountable. Each Monthly Planning page is followed by a Notes & Ideas page.

At the beginning of each month you need to take at least one hour to plan the month ahead.

The Monthly Planning page looks like this:



MONTHLY PLANNING

Prepare for a successful month. Plan your goals and activities and be sure to tick them off as you complete them throughout the month.

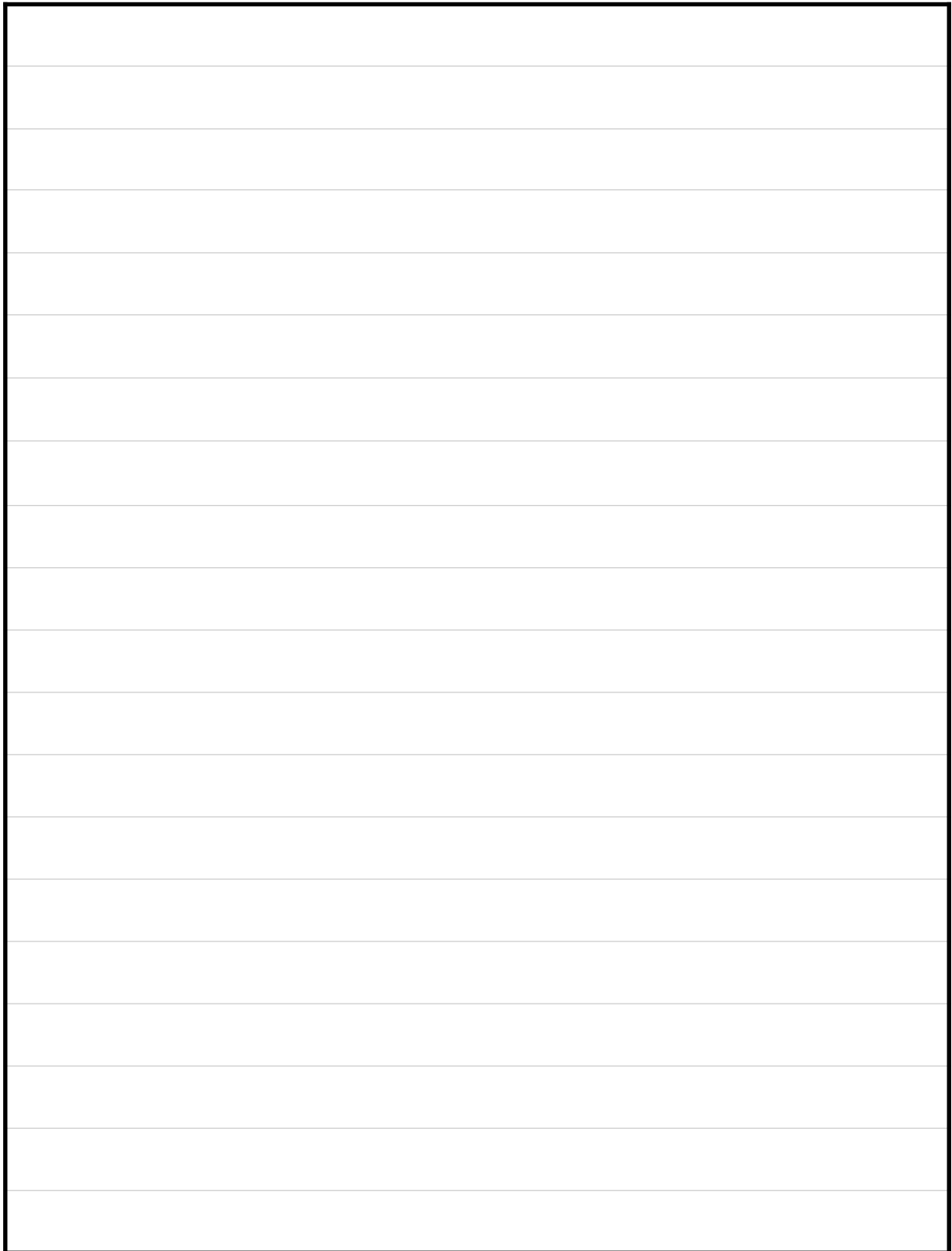
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th colspan="2" style="text-align: center; padding: 2px;">Prospecting</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">No. of Contacts I will make this month</td> <td style="width: 50px;"></td> </tr> <tr> <td style="padding: 2px;">No. of Appointments I will do this month</td> <td></td> </tr> <tr> <td style="padding: 2px;">No. of New Listings I will win this month</td> <td></td> </tr> </tbody> </table> | Prospecting | | No. of Contacts I will make this month | | No. of Appointments I will do this month | | No. of New Listings I will win this month | | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th colspan="2" style="text-align: center; padding: 2px;">Deals</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">No. of Sales I will close this month</td> <td style="width: 50px;"></td> </tr> <tr> <td style="padding: 2px;">No. of Rentals I will close this month</td> <td></td> </tr> <tr> <td style="padding: 2px;">Income Goal this month (AED)</td> <td></td> </tr> </tbody> </table> | Deals | | No. of Sales I will close this month | | No. of Rentals I will close this month | | Income Goal this month (AED) | |
|---|--|--|--|--|--|--|---|---|--|-------|--|--------------------------------------|--|--|--|------------------------------|--|
| Prospecting | | | | | | | | | | | | | | | | | |
| No. of Contacts I will make this month | | | | | | | | | | | | | | | | | |
| No. of Appointments I will do this month | | | | | | | | | | | | | | | | | |
| No. of New Listings I will win this month | | | | | | | | | | | | | | | | | |
| Deals | | | | | | | | | | | | | | | | | |
| No. of Sales I will close this month | | | | | | | | | | | | | | | | | |
| No. of Rentals I will close this month | | | | | | | | | | | | | | | | | |
| Income Goal this month (AED) | | | | | | | | | | | | | | | | | |
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Use these pages for the following:

- Make a note of any days you are not working, any special events, training you are attending, and anything else that needs to be planned for.
- Write down your goals for the month. Don't forget to refer back to your Annual Business Plan.
- Plan to complete at least one Challenge this month from the list of 30 Easy Challenges.
- Write down the list of networking activities you will do this month;
- List any training courses you will complete this month;

NOTES & IDEAS

“There was no big break. There were just years and years of work.” - Paula Del Nunzio.



A large rectangular box with a black border, containing horizontal lines for writing. The box is empty and occupies the majority of the page below the quote.

TRACK YOUR RESULTS

On the page record your results for each month. Every agent should know their numbers, which includes number of deals, income, and how your database of contacts is growing.

Each month compare your results back to your Goals in your Annual Business Plan to see if you're on track to reach the total annual goals you set for yourself.

If you are behind then you need to increase your activity and adjust your Goals for the months remaining in the year. Work like crazy to crush your goals, not just reach them!

Use the table below to track your awesome results and be sure to celebrate your wins along the way:

Annual Business Results

| | No. of Rentals | No. of Sales | Income | No. of Contacts |
|-------|----------------|--------------|---------|-----------------|
| | Actuals | Actuals | Actuals | Actuals |
| Jan. | | | | |
| Feb. | | | | |
| Mar. | | | | |
| Apr. | | | | |
| May. | | | | |
| Jun. | | | | |
| Jul. | | | | |
| Aug. | | | | |
| Sep. | | | | |
| Oct. | | | | |
| Nov. | | | | |
| Dec. | | | | |
| TOTAL | | | | |

THANK YOU

“To be successful in real estate, you must always and **consistently** put your client’s best interests first. When you do, your personal needs will be realized way beyond your greatest expectations”

Anthony Hitt

I hope you have worked through all the resources provided and that this Training literature has had and will have a positive impact on your business. Take a deep breath and enjoy the success you have created from being more productive, more focussed, and by building strong relationships with your clients.

To keep smashing out your goals as a successful broker in Dubai, continue to focus on these 4 areas:

- **Build Relationships for Life:** Every client is for life.
- **Consistency:** Every day work towards your goals.
- **Lifetime Learner:** Never stop learning.
- **Small Daily Steps:** Every single day do the things that get you closer to your goals.

“The secret to getting ahead, is getting started”

Mark Twain

“Never stop learning and never stop growing. Every day is a new opportunity to win”

“Every Failure is an opportunity to learn. Learn Everyday”

“Everything you want is on the other side of fear. Take that step! Fear kills more dreams than failure ever will”

Mark Tolland (Favorite Quotes)

Farming Technique

Use these real estate farming ideas to target specific neighbourhoods and become the agent of choice for each community.

Successful geographic real estate farming specialists systematically and continuously market to a neighbourhood brand themselves as the area's real estate expert. They do this by diversifying the types of marketing methods used to contact neighbours to display their many marketing techniques and to avoid annoying recipients through any one method too frequently. Marketing materials should focus on **evidencing the success** of the agent while also showing the neighbourhood that no other agent works harder to get homes sold. Also know that real estate farming is a **Game of Touches**, so the more times that you can contact neighbours the higher the likelihood of getting more listings in the community.

1. Neighbourhood Market Updates

Sending a monthly or quarterly comparative market analysis (CMA) of the community to its members not only shows that you stay aware of the neighbourhood's sales activity, it provides residents with something of value that they will look forward to receiving regularly.

2. Just Listed & Just Sold Emails

Send emails that market your new listings in the Neighbourhood as Just Listed or Sold are critical to evidencing your success to other residents. Remember that frequency of contacts is the key to farming success, so additional emails for Coming Soon, Price Reduced, Back on Market and Open Houses just give you more ways to stay first of mind with the neighbours and show how hard you work to get homes sold.

3. Telephone Calls to Neighbours

As another means of evidencing success like the Just Listed & Just Sold emails explained above, telephone calls to the residents of the farm advertising your new listing as Just Listed or Just Sold typically result in more new listing appointments than any other real estate farming ideas. As with emails, calls around the Neighbourhood to advertise listings as Coming Soon, Price Reduced, Back on Market and Open Houses just increase an agent's chances of getting new listing appointments. Home Owner's Association (HOA) directories can also provide phone numbers and email addresses too. For some great scripts to use to make these phone calls check CRM scripts

4. Door Knocking (Security Guards etc)

Although this traditional activity can be laborious and difficult depending on your area's change in the seasons, there is no better way to obtain the "mind-share" of residents than by meeting them face-to-face.

5. FSBOs & Expired Listings

Staying in contact with For Sale By Owner (FSBO) sellers and owners of expired listings is the most lucrative real estate farming idea since these residents typically have their hand up wanting to sell their home right now. Stay in continuous contact with FSBO sellers by showing how hard you work to market your listings while building relationships by helping them market their home along with your listings. Show the FSBO homes to buyers as much as you can to prove how much more buyer traffic you can generate. For expired listings, create a "hotsheet" in MLS to notify you of any

listings in your Neighbourhood that expire each day. That way you can call them and drop off a marketing packet on their doorstep for a chance to interview for the job the first day the listing expires.

6. Open Houses

Real estate farmers know that open houses not just to attract buyers, but more importantly to meet Neighbours. Owners that are thinking about selling love to check out open houses in their Neighbourhood prior to putting their homes up for sale, and hopefully they know that you are the area's expert by now. So they will want to not only check out what other competition on the market looks like, but they will also want to meet and see what you do too. So holding successful open houses is critical to real estate farming specialists.

7. Email Campaigns

Real Estate Geographic Farm. Whether you meet Neighbourhood residents over the phone, at open houses or at their front door, it is crucial to always ask for their email address to be able to "provide them with regular updates about what other homes are selling for so that you know how your home is changing or increasing in value." Once you start creating an email database of all of the residents in the area, it becomes much cheaper and easier to systematically contact them to evidence your success. [Click here](#) for a list of customer relationship managers (CRMs) to manage your email database contacts.

8. Social Media & Facebook

Joining or creating a Neighbourhood Facebook page is another effective way to keep yourself in front of Neighbours to show your efforts. Advertising the page on all emails, mailers and to Neighbours at open houses proves your commitment to community involvement. Post things of value on the page like CMAs, just listed & just sold links, open house invitations.

Don't just cold call

Are you a broker or client focused specialist?

Do you Approach the data from either or both directions?
What are you talking about I here you ask!

Most agents cold call with a cold script...

Agent (approach 1 direct cold call)

"My name is blah from blah company. Are you selling your blah property?"

Owner

"I'm reporting you to rera go away"

Soul destroying way to work everyday! Do you agree?

Boutique expert client focused agents create a warm call and create their opportunity by giving something before asking for something. This establishes a small initial bond and shows professionalism in the *first outreach*.

If invited to a friends house for dinner would you turn up with a knife and fork! Or would you take a bottle of wine or flowers? Create a good first impression.

Let's break it down into steps...

Step 1 - identify client needs

Client Focused Specialist (created warm call)

WA and or email (subject - cma and transaction report showing increased prices in sunrise bay)

"Dear Mark, in reference to the property you own in Sunrise Bay please find attached a CMA and up-to date recent transactions report for all properties in your building. It's worth having a look at this information if you're looking to sell. But even if you are not looking to sell right now have a look and see how your investment is performing. You'll be very pleasantly surprised I'm sure.

My name is Julia please respond with any questions you may have. In the meantime I'll let you digest this exciting news about your property and will follow up tomorrow on your [country] number to see if I can assist you further. If on the other hand you don't wish me to follow up please just let me know. "

In above example you are offering something of interest to the owner. They may not need it now but they will read it and it gets you closer to them. You are trying to get them to respond or to allow a follow up.

This is JUST the start.

Step 2 - determine how to service that need!

Whatever response you get you have to continually follow your plan to create a bond with each client by understanding their needs and current situation. This follow up will take the farming format as described previously.

Step 3 - you've now identified need and determined how to service it, now execute your plan

Finally, once you've identified the need, and determined how to service it, you then have to execute. Learn how to efficiently and effectively use all the tools you have to service those needs, and then do a great job taking care of what the client wants. While you do that, you'll build that relationship with the client. The client who is

listed with you or buying with you will increasingly trust you as you continually take care of their needs. The client who bought with you last year will come to rely on you for advice and information, and likely will drop your name every chance they get. And the potential client you barely know will develop an appreciation for your professionalism, and will be more likely to turn to you for his real estate transactional needs.

BE PREPARED

Create your own FAQ (Frequently Asked Questions)

Every time you meet any type of client, or maybe you just start chatting to someone in the lobby of your **Niche**, it is absolutely guaranteed they will start to ask you questions about real estate in general and probably questions about the area you specialize in! Yes? Think how professional you would look if you were prepared in advance with most of the answers. Prepare for your own "Client Folders" these two flyers, FAQ general on Dubai Real Estate & FAQ specific on your Niche area.

Below is an example of FAQ general

Are foreigners restricted on purchasing in Dubai?

No, anyone can purchase property in Dubai across all designated freehold and leasehold developments either primary sales directly from the developers or in the secondary resale market.

Leasehold or Freehold?

Freehold properties are most commonly available when buying through Abode Property Real Estate. This is when you own the structure and land in perpetuity. However you might occasionally find a property for sale in a leasehold development [areas of Dubai] which implies that a third party has an interest in the property, usually the land. Leasehold contracts are normally renewable after 99 years.

Can I purchase a property more cheaper directly from the developer?

Often it is quite the opposite where properties available in the resale market are cheaper than if you were to purchase directly from a developer. Make sure you deal with a reputed and registered brokerage firm like Abode Property Real Estate and make sure you are aware of your financial commitment and the structure of the sale before you buy. Minimum selling prices are often set by developers however individual sellers can transfer ownership and conclude on a sale at any reasonable & agreed sale price.

How do mortgages work?

Abode Property Real Estate partners with preferred mortgage brokers who will guide you through the complete process and advise you on which lender or terms will suit your individual requirements and investment. Competitive rates and terms are available and linked to other more mature markets. Contact us today for free assessment and qualifying information

What payments are required?

The standard minimum deposit is 10% of the purchase price, payable on signing the contract of sale. On secondary resale's the balance payment is made on transfer of the ownership and dependent on the terms of the contract but usually 30 - 45 days later. On [off plan] primary sales there are staged payments made at regular intervals to the developers through to completion. Managers cheques are a must to ensure effective transfer.

How long is the purchase process?

In general, due to our complete service and professional partners, purchases are extremely swift especially when there are no mortgagors involved. Completion of a sale and transfer of ownership can be completed in as little as 2 weeks

What happens if the property I purchase is already tenanted?

As the new owner you inherit the tenant and the terms and conditions of the tenancy agreement. A prorated rent back figure can be calculated as part of the contract of sale and ensure that all future rental cheques are changed to your name as the new owner. The security deposit paid by the tenant to the landlord (Seller) at lease commencement also needs to be transferred to the new property owner whom will take over as the Landlord.

Do I need to be in Dubai to complete my purchase?

If you are not able to be in Dubai then a Power of Attorney (POA) can be used to buy property on your behalf. This can be anybody nominated by yourself holding a specific POA which has been accredited both in the UAE Embassy located in the country where the delegation has been issued and again in the ministry of foreign affairs in the UAE. To arrange a POA from Dubai the process is quicker and more cost effective but you have to be present in person in Dubai. Abode Property will guide you through this process when purchasing through our company.

Are there service charges?

Reasonable service charges are payable to all developers/ home owners associations for maintenance, landscaping and refuse collection. This charge varies according to the development and is normally calculated on the built up area of your home. This is the size of your apartment as stated on the title deed.

Are there any other costs I need to consider & what taxes must be paid?

When buying on the resale market there will be a real estate agency commission that is paid to the broker handling your transaction and this is normally 3% of the purchase price or is charged as a minimal fixed amount. As a buyer you will also pay a transfer of ownership fee to the Dubai Land Department (DLD) which is 4% of the purchase price. There is a set fee of AED 4000 payable to the Transfer Office that completes the formalities of the transfer.

Currently, there are no government taxes of any kind when purchasing a property in Dubai. If your property is mortgaged you will expect to pay a further 0.25% of the value of the loan as mortgage registration.

Does ownership entitle you to residency?

The Dubai Government will issue 2 year renewable residence visa to property owners subject to conditions. For completed properties purchased over and above a value of AED 1,000,000 you can apply. The Property owner can sponsor additional family members including maid/driver. This residence visa does not permit you to work in Dubai.

What is the investment potential of Dubai property?

Abode Property Real Estate have the inside market knowledge to know which developments project the most substantial gains. Investors in Dubai enjoy high capital growth and rental yields of anywhere between 6-12% and together with the tax-free regime, makes Dubai a highly sought after property location. With Government initiatives and regulations to secure & protect the real estate industry along with the geographical position of the U.A.E attracting international investors Dubai is a city that can realize the dream.

FINALLY FOR NOW

My 5 top tips on being the best

"THE ONLY THING IN LIFE ACHIEVED
WITH OUT EFFORT IS FAILURE"

MY TIPS TO BE A SUCCESFUL REAL ESTATE AGENT

AN IDIOT WITH A PLAN CAN ALWAYS
BEAT
A GENIUS WITHOUT A PLAN

1. Learn to be accountable for your own success (and failure)

If you've ever read the comments section in an article on becoming a real estate agent you know that the expectations don't end there. Many people that want to be an agent think that their company will walk them through training, handing out amazing leads and supplying them with everything they need to become a success.

Most continue to hold to those expectations, fighting the reality that the **only person holding them accountable for their success is themselves**. Many people keep their mindset for years after, confident **their fail at real estate was someone else's fault**.

2. Have a plan...

AN IDIOT WITH
A PLAN CALL
ALWAYS BEAT A
GENIUS
WITHOUT A
PLAN

Every agent needs a solid business plan to keep them focused on their objectives and goals. Without one, you'll be **guessing** at what it will take to meet them. And, in case you missed it, **guessing doesn't work**

3. DO NOT SPEND ALL YOUR TIME CHASING BUYERS! FIND PROPERTIES

To be truly financially successful in real estate sales without having to work all hours of the day and night and on weekends, becoming a **strong listing agent is imperative**.

"When you list you work,
when you work you earn"

Ask any top agent and earner what their top skill is

Answer is closing owners and listing properties.

4. DON'T BE
CONTENT TO BE
NUMBER 2,
NUMBER 1
DOES MATTER.
Everyone is
fighting for your
business only 1
person gets it!!!

Successful agents invest more of their own money in. They do their own content marketing on social media and blogs and have a professional landing page or website.

They also spend a lot on email marketing – especially newsletters. To stand out from the average agent requires you to be **imaginative – and extraordinary**.

Number 1 does matter and everyday you should be number 1.

5. Network and farm your clients constantly following up...

Everyone is
fighting for your
business what sets
you apart?

The fortune is most definitely in the follow-up.

72% of my business comes from my sphere of influence.

Set an automated drip list to follow up. Keep in touch with every client you ever meet.

If success and failure are an equal choice...

WHY choose failure?