

PROFESSIONAL, PROFITABLE  
AND PROTECTED

INSTRUCTOR: PAULA MONTHOFER

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NON-NEGOTABLE RULES FOR THE DAY

- FUN

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NON-NEGOTABLE RULES FOR THE DAY

- FUN
- USE THE ROOM

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NON-NEGOTABLE RULES FOR THE DAY

- FUN
- USE THE ROOM
- LISTEN

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NON-NEGOTIABLE CLASS RULES

- FUN
- USE THE ROOM
- LISTEN
- LEARN

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PROTECTED

R.I.P.  
Beverly Carter  
REALTOR®



As we cope with our tragic loss, we ask the public to understand and respect our efforts to ensure our personal safety. This may include requiring you to meet with us at our office and/or requesting proof of your identification prior to showing you a home.

~ Agents everywhere

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PREDATORS



- Always Hungry
- No Boundaries\*
- Easy Targets
- Stalk Prey
- Ambush
- Easy Escape

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PREDATORS - NO BOUNDARIES



- Physical Space
- Inappropriate Remarks
- Off Business Hours
- Personal Questions

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PREDATORS



- Always Hungry
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PREDATORS - EASY TARGETS



- Open Houses
- Meeting Buyers
- Meeting Sellers
- Vacant Spaces

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PREDATORS



- Always Hungry
- No Boundaries
- Easy Targets
- Stalk Prey
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- Easy Escape

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DON'T BE PROFESSIONAL  
PREY

- Adaptations
- Pack Safety
- Keen Senses
- Mimic
- Escape



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DON'T BE PROFESSIONAL  
PREY

- Adaptations
  - Continue to Evolve
- Pack Safety
- Keen Senses
- Mimic
- Escape



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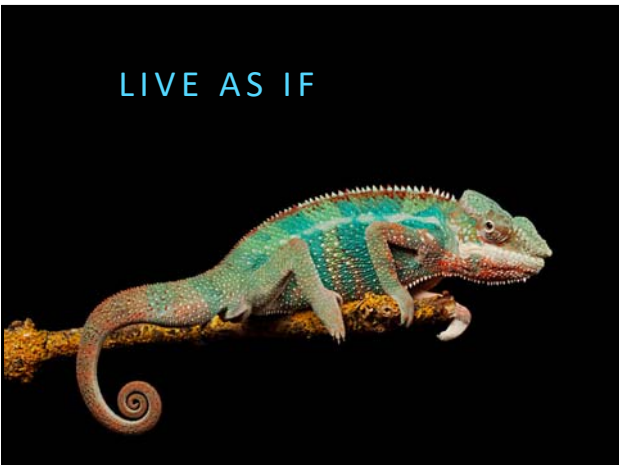
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LIVE AS IF



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BREAK TIME!

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PROFESSIONAL

- Act Like One

What if we just raise our own bar?

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PROFESSIONAL

- Act Like One
  - Top 5 Pet Peeves

What if we just raise our own bar?

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PROFESSIONAL

- Act Like One
  - Top 5 Pet Peeves
  - Top 5 Best Practices



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PROFESSIONAL

- Act Like One
- No More Pop Tarts



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THE AVERAGE REALTOR® IS A 56 YR OLD BUSINESS PERSON, NOT A NINJA.

Paula Monthofer

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## PROFESSIONAL

- Act Like One
- No More Pop Tarts
- Control the Meeting



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Come  
Into  
The  
Office

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BREAK TIME!

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## PROFITABLE

- Consultations



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## PROFITABLE

- Consultations
- Standards of Practice



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## PROFITABLE

- Consultations
- Standards of Practice
- Best 3 SOPs



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## PROFITABLE

- Consultations
- Standards of Practice
- Forms = Freedom



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## PROFITABLE

- Consultations
- Standards of Practice
- Forms = Freedom
- Phone Charged



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## PROFITABLE

- Consultations
- Standards of Practice
- Forms = Freedom
- Phone Charged
- No Showings After...



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NEVER MEET A  
STRANGER IN A  
PRIVATE SPACE

Your Gut

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REFLECT ON YOUR  
SURROUNDINGS



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## REFLECT ON YOUR SURROUNDINGS

Music Off, Phone Down

Eyes Up

Survey the Scene Before Entering

Gut Check



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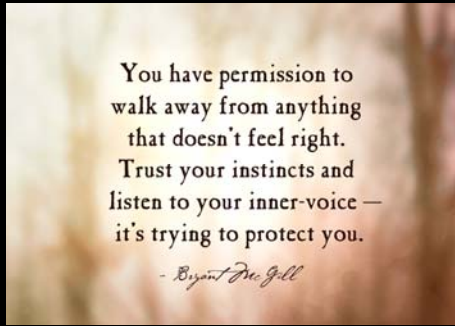
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## PROTECTED

You have permission to  
walk away from anything  
that doesn't feel right.  
Trust your instincts and  
listen to your inner-voice —  
it's trying to protect you.

*- Bryant McGill*



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YOU ARE WORTH  
MORE  
THAN A SALE

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