

REAL ESTATE'S CEILING OF COMPLEXITY

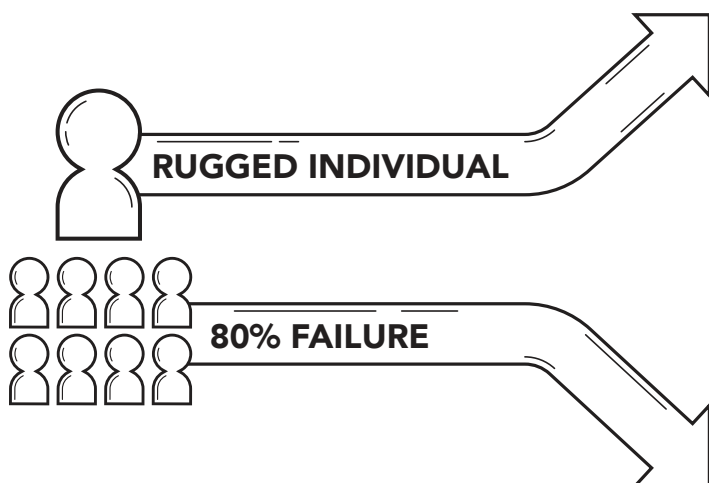
As the owners and brokers of a mid-sized real estate firm, we lovingly refer to REALTORS® as “failed civilians.” They attempted civilian life (think: job, boss, paycheck) and decided it wasn’t for them. So they took a huge risk by stepping into the world of real estate and the “Results Economy.”

As we all know, the vast majority of people who take this step fail. More than 80% of REALTORS® do not renew their license after the first three years in the business, and a significant number of the licensed agents around the U.S. (each year) sell fewer than 1 or 2 properties.

RUGGED INDIVIDUALS

The few who rise to the top and succeed in this dynamic and fast paced world represent a minority that we call “Rugged Individuals.” Herbert Hoover popularized this phrase, describing the bold and tenacious individual that rises above their circumstances with a “pull yourself up by your bootstraps” mindset. If this individual is you, then congratulations! You are one of the survivors. Your Rugged Individualism is a gift that allows you to thrive where others cannot. The real estate industry is an amazing environment to make a living, serve others, and live out your passion.

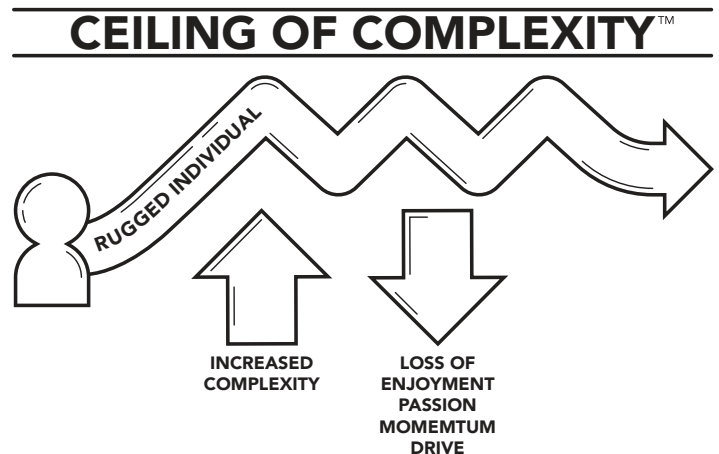
There is, however, a flip side to Rugged Individualism. As brokers, coaches, and innovators within the real estate community, we see (time and



time again) how the traits and skills that allow these unique individuals to build a successful real estate business are the same ones that have them bumping up against an invisible ceiling that exists in our industry. We call this invisible barrier the “Ceiling of Complexity.”*

INCREASING COMPLEXITY

Despite exponential increases in technology intended to make our lives simpler, the real estate world has become increasingly complex (more systems to log into, more rapid sales processes, increasing legal compliance, etc.). This complexity produces downward pressures on our growth that



work against us. When we reach this phase of our business, it can seem that increased time and effort doesn’t produce increased results. After a few years, it can start to feel like we are butting our head against this ceiling and eventually the ongoing complexity of serving buyers and sellers can begin to drain the enjoyment and passion out of us. We can begin to lose the joy we once found in our trade, and as a result lose, focus and drive. The passion that once drove us to press forward as Rugged Individual performers in a “results economy” can be lost.

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BREAKING THROUGH THE CEILING

The only way to break through the ceiling of complexity is to make fundamental shifts in our approach to the business. We need to develop new perspectives on our Time, Money, Relationships, and Purpose. This new pattern of business expands our capacity, and brings back simplicity to our daily work, opening up a new horizon of opportunity and restoring the passion we once had for the business.



Sometimes the most obvious solutions to complex issues are right in front of us. We just need to look at things differently. Our goal is to help our agents look at their real estate business from a new angle. To help them simplify within the growing complexity, by developing a new set of habits and perspectives.

By doing this, we have seen agents rediscover the love they once had for representing their clients, and open new doors to leverage our incredible industry to create a life worth living while serving their communities.

Thanks for joining us as we Re-Think Real Estate.

"Ceiling of Complexity" is a term coined by Dan Sullivan of Strategic Coach™.



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