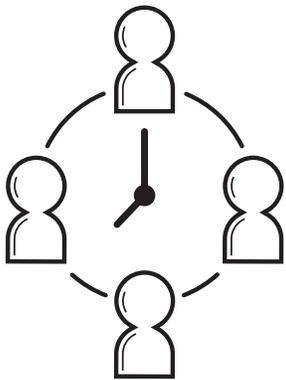


# TWO ECONOMIES & TWO DECISIONS

If you asked most people how many economies there were in the world, they may give you a confused look. The reality is that our world operates in two distinct economies.

## THE TIME/EFFORT ECONOMY

The majority of our family and friends operate in what we call the “Time and Effort Economy”. In the T&E Economy, people exchange their time and efforts (think job) for a regular paycheck. This has its benefits. Stability, regular income, fixed hours – to name a few. In the T&E Economy, so long as you put in the required time and the expected effort, you receive regular compensation. This comes at a cost. The T&E Economy asks you to give up control of your inputs; your success and growth is subject to a bureaucratic hierarchy. So a select few (Rugged Individuals) choose to operate in the second of our two economies—the Results Economy.



**TIME & EFFORT ECONOMY**  
**GUARANTEED INCOME SECURITY**  

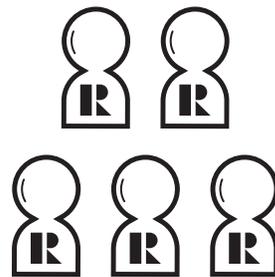

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**BUREAUCRACY OPPORTUNITY CEILING**

## THE RESULTS ECONOMY

In the Results Economy, people only get paid when they produce results. The Results Economy, unlike the Time & Effort Economy, allows entrepreneurially-minded business people to operate in a world with fewer barriers, constraints, and bureaucratic limitations. This too comes at a cost. With no ceiling, comes no floor. In The Results Economy, you can put in countless hours and your best effort and go home with nothing. At the end of the day, regardless of the amount of effort or time vested, it is only the

person who produces the net result that gets paid.



**RESULTS ECONOMY**  
**NO CEILING FEWER CONSTRAINTS**  


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**NO GUARANTEES NO FLOOR**

## CROSSING THE RISK BARRIER

Between the two economies, lies the “Risk Barrier.” For many, the allure of being your own boss or unlimited earning potential comes at too high of a risk. To cross into the Results Economy places the risk of performance and ultimate outcome on your shoulders, and in most industries this is what keeps many comfortable within the T&E Economy. A steady pay-check and health insurance can be powerful motivators. To be clear, neither economy is better or worse than the other. They simply represent two fundamentally different worlds with different rules of play.



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# TWO ECONOMIES & TWO DECISIONS

## REAL ESTATE'S RESULTS ECONOMY

REALTORS® live squarely within the Results Economy. They have stepped out of their jobs and the corporate world that makes up the Time & Effort Economy, crossed the Risk Barrier, and placed their financial future in their own hands. They have no boss to request a raise from and no bureaucracy to navigate. They have unlimited earning potential, but can also spend weeks on end showing homes to a buyer who ends up writing an offer with a competitor at the last minute. This is our economy. For many REALTORS® and entrepreneurially-minded business people in other fields, The Results Economy actually affords us a greater sense of control and stability for our livelihoods. We are in control of our outcomes and our results, this is where we thrive.

## TWO SUCCESS DECISIONS

For anyone making a living in the Results Economy, there are two fundamental and critical decisions that need to be made in order to flourish.

### SUCCESS DECISION #1

You must learn to depend only on your own effort and abilities for your economic success. This means not expecting your broker, the market, or your friends and family to bring you success. Too many agents enter the market looking for business to be handed to them rather than embracing the opportunity that The Results Economy affords them to out-work and out-smart their competition.

### SUCCESS DECISION #2

**Expect no opportunity unless you first create value.** When an agent complains about a friend buying a home from someone else, they are in denial about the fact that they did not get the business because they simply did not provide value to the marketplace. Having a license doesn't entitle anyone to business...from anyone. In the Results Economy, clients will flood towards the greatest value, so finding value for the market is the work to be done. The Market will reward value creation!

Agents who fail to make (and embrace) these decisions place themselves in a position to fail by retaining a "Time & Effort Mindset" in a Results Economy. Successful real estate agents are those who decide to step into the Results Economy, and recognize the importance of building their businesses on the principles of the "Two Success Decisions."