

## **Executive Summary**

The re\_think Council isn't only about picking up new stuff, it's also about rethinking what works and reapplying it. So in June the national re\_think Council met in Seattle for a two-day conference of collaboration and learning to do just that. They were asked to read the classic, FISH! A Proven Way to Boost Morale and Improve Results, by Stephen C. Lundin, Harry Paul and John Christensen.



"Work life balances are essential," said Rosalie Warner, SVP of Network Services, as she set the tone for the meeting. She asked the Council to think about creating the kind of workplace ethos in which they want to succeed in.

"The most important piece
of advice I give is to
schedule yourself out for a
year in advance," said
network President and CEO
Gino Blefari. "Put in your
schedule anything that
gives you balance: vacation
days, date nights,
workouts; and never make a
commitment of your time
without checking your
schedule first."



In previous reports, we showcased ways top millennial producers in our network stay competitive and leverage technology to streamline a profitable business. This white paper will detail how top producers manage a work life balance in the real estate industry utilizing both the FISH! Philosophy and Blefari's Ten Keys to Success.

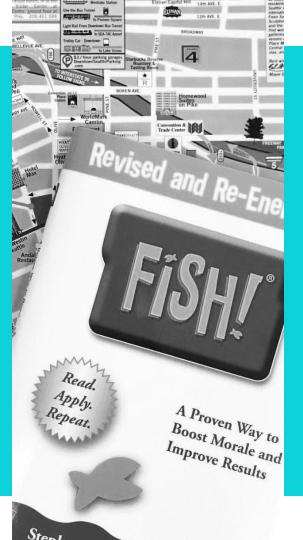
Read on to learn how these top-producing real estate agents do it all.

# FISH! A Proven Way to Boost Morale and Improve Results Through Blefari's Ten Keys to Success



FISH! remains a relevant business study as fish market employees showed how they created a successful workplace.

In this unlikely pairing, we're reminded that it doesn't matter what industry you're in. "It's not just about throwing fish. Of course your business is different, and it sounds like you have a serious challenge facing you," the fish merchant said.



Onie Bolduc, Berkshire **Hathaway HomeServices** Colorado Properties, found the FISH! Culture helpful to apply to work and life. He reiterated it's not just about flying fish (reinventing your business) – it's about having the right mindset. Tiffany Curry with **Berkshire Hathaway** HomeServices Anderson Properties agreed. "I'm not defined by my career, so I make sure my life is equally balanced."

The Council continued the discussion by looking at the FISH! Philosophy through the lens of Blefari's Ten Keys to Success.

## A Refresher: Blefari's Ten Keys to Success



You must love what you do

Develop and maintain an incredible amount of energy

Think BIG

Strategic thinking

Focus

1

2

3

4

5

6

Preparation

You must exhibit a greater willingness to be of service to our customers than our competitors do 8

You must be able to accept and manage conflict

9

Invest in yourself

Persistence

#### 1. You must love what you do

What does that mean to you? Broker advisor Jake Breen, Berkshire Hathaway HomeServices Utah Properties, said: "It's a reminder of the little things we forget about. You need to decide what fits your core." If you're doing what you're good at, you're more likely to be successful because your passion will drive you.

### 2. Develop and maintain an incredible amount of energy

From where do you generate energy? The Council unanimously said knowledge, commitment, simplicity, passion and excitement. "For me it's being around positive people," said Kyle Rank, Berkshire Hathaway HomeServices York Simpson Underwood Realty. Cameron Deehr from Berkshire Hathaway HomeServices Stadtmiller Realty agreed. Deehr said he also gets energy from competition, building a knowledgeable base and having the confidence to win. Business Consultant Jason Braford at HSF Affiliates said: "Energy follows focus."



### Blefari's *Ten Keys to Success* utilizing the *FISH! Culture:*

#### 3. Think BIG

What does success look like for you? The Council had an opportunity to tour Zillow's headquarters while in Seattle. The walls were filled with inspirational quotes but this one stood out: "Turn on the lights. Own it. Move fast. Think Big." Braford said the U.S. real estate market value last year was \$29.6 trillion. He went on to say: "the largest asset transfer in history is going on from Baby Boomers, actually bypassing Gen X and Gen Y, and going to Millennials. Millennials lack sentimentality about home ownership. It's a pure financial transaction for them. They view it as a method to drive wealth," he said. That's a big job with a massive amount of potential for success but the Council measures success in different ways. Breen believes there's a monetary tie to being successful in the hustle phase but said it changes when you start laying down the foundation.



#### 4. Strategic thinking

How do you plan ahead? The advice from the Council and Blefari is to have a routine and stick to the plan. Many members wake up early and exercise each morning. Breen likes to voice memo or email himself thoughts that come up during this time. He also gravitates to people who are high achievers and motivators. They get him thinking.

Jason Waugh, broker/owner at Berkshire Hathaway HomeServices Northwest Real Estate said it's important to take quiet time for yourself. "I write for one hour every morning and aim to be more strategic about all aspects of my life," said Waugh. Lindsey Fowkes, Berkshire Hathaway HomeServices Florida Properties Group, agreed and added the past is history. "Tomorrow is yet to be," she said, and constantly reminds herself of that.

#### 5. Focus

What keeps you focused? **Bob Watson**, director of Global Network Training at HSF Affiliates, dived deeper: "Listen to understand, not to reply." The re\_think Council members agreed active listening makes a better producer but it's the mindset that keeps them focused. Many re\_think members use daily disciplines to maintain a mindset for success.



Tom Ferry recently interviewed a top producer on the #TomFerryShow to talk focus. They discussed five tips to the perfect work life balance. The agent said: faith, family, fitness, friends and finance were his daily disciplines. Every morning the agent assessed those five things, assessed where improvement was needed, then built those improvements into his day. Every day. Ferry said you need to create your own disciplines and stick to them.





In a recent Reddit Ask Me
Anything session, Bill Gates
replied to the question: What is
your idea of success? by citing his
friend: "Warren Buffett has always
said the measure is whether the
people close to you are happy and
love you." In that same session,
Virgin Group founder Richard
Branson agreed. "It's a common
misconception that money is every
entrepreneur's metric for success.
It's not, and nor should it be," he
said.



#### 6. Preparation

How do you do prepare to succeed? "I block all my time," said Stephen Ferguson, Berkshire Hathaway HomeServices Fox & Roach, REALTORS®. "Harness your schedule," he said. "I originally built my business very scattered because I had so much time but through Debbie De Grote coaching, I started time blocking and running the business like a business." Ferguson also utilizes technology and systems to help him. Broker Advisor Vince Leisey, broker/owner of Berkshire Hathaway HomeServices Ambassador Real Estate, says, "think about how many creative ideas you can really have to boost your business when your schedule is packed. Block that stuff out!" Ellen Hill from Berkshire Hathaway HomeServices Georgia Properties is also a time blocker. "I time block everything and color code it all," she said. The Council agrees it's important to prepare yourself each day, even if it's just 15 minutes on your way to the office.

### 7. You must exhibit a greater willingness to be of service to our customers than our competitors do

The Council talked about the four *FISH! Practices* that help deliver amazing customer service:

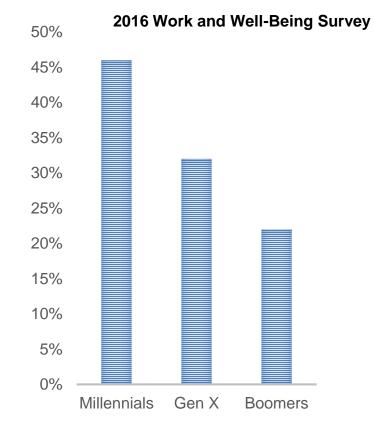
- Make their day
- Be there
- Play
- Choose your attitude



"The most successful sales professionals have a distinct element of drama in the deal. They set up the next stage by building up the pause to it, and say 'I need you to act.' They build up some emotions to cause an investment in it." said Breen.

### 8. You must be able to accept and manage conflict

Through their careers, many of the national re\_think Council members have encountered conflict. From failed negotiations, losing a listing, to negative coworkers, Curry said she prepares ahead of time so she can steer clear of toxic situations. "You need to surround yourself with good, positive vibes and people," she said. Ferguson agreed and pointed out that people are trainable: "What are we doing to impact others so we can work with them in a positive way?" he questioned. The Council said learning how to effectively manage conflict can flip the negative issue to a positive outcome.



During the day I typically feel tense or stressed out



#### 9. Invest in yourself

The American Psychological Association's 2016 Work and Well-Being Survey says among all employees surveyed, 33% reported feeling tense or stressed out during the workday, an increase in the percentage of those reporting chronic job stress for the first time in three years. And only 41% said their employer helps workers develop and maintain a healthy lifestyle. Additionally, only 41% regularly utilize benefits that allow them to more easily meet their non-work demands. What do you do for continuing your education and practicing a little self-love?

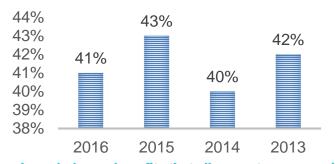
Breen advises to check your scale: "Check your temperament gage regularly. If you're saying 'I love' and 'so great' and you move to 'I hate' or roll your eyes when the phone rings, it's time to take a break."

Interestingly, Millennials are more likely than Boomers to report mental health problems including problems that kept them from achieving their goals at work. They are also more likely to report experiencing stress and physical symptoms during the workday.

Hill says the best way to take care of herself is to truly enjoy her time off, so she schedules out time with family and friends, even. "Schedule it," she said. Former re\_think Council member **Carrie Foley** from Northwest Real Estate said she always keeps herself educated with classes and conventions to destress.

Many of the Council members invest in coaching. Fowkes said she got to a point where she developed a team but had a ton of questions: "Where do I go from here? Where do I start? What do I do?" Like Ferguson, she started using Debbie De Grote's program. "They dug in and started analyzing all the stuff that I don't want to think about," said Fowkes. "At the time, I didn't know where to start and there was nothing to go on. The direction from the coaches is what I needed. On the flip side, I think for a new agent it's a little bit different," she continued. "You should start with whatever is free and working and go from there. When you're bringing bigger business to your office is when you should go the coaching route." Leisey agreed and added: "I don't think there's any debate, I don't care if it's sports, business or any aspect of your life, he who is coached and is held accountable will out perform he who is not."

#### 2016 Work and Well-Being Survey



I regularly use benefits that allow me to more easily meet my non-work demands



re\_think hack "Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated failures. Persistence and determination alone are omnipotent."

Calvin Coolidge



#### 10. Persistence

Defined as the quality that allows someone to continue doing something or trying to do something even though it's difficult or opposed by other people, last but certainly not least is: Persistence. Braford reminded the group that sales professionals get more *no's* than *yesses*, so you need to resolve in the face of diversity. Persistence is the state of occurring or existing beyond the usual, expected, or normal time.

In a recent <u>Fast Company discussion</u> about successful people, persistence was at the top of the list as one of the most important factors. In fact, top producers have these seven things in common to keep them going long after most people have given up:

- 1. An all-consuming vision
- 2. A burning desire
- 3. Inner confidence
- I. Highly developed habits
- 5. Ability to adjust and adapt
- 6. Commitment to lifelong learning
- 7. Role models who act as guides and mentors

The re\_think Council said one of the biggest things top producers do when they get busy is never stop prospecting. Ferguson said success isn't always immediate and Rank agreed: "Some things come immediately but others need to work at it. Never stop cultivating and don't focus on immediate success ... stay with it!"



## **Best Practices: Tools, Tricks and Teams**



Remember that Zillow tour the Council went on? At the end they did a Q&A session with executives but what caught their attention the most was how relevent the company is to the FISH! *Philosophy*: the staff love what they do, prepare, are strategic, manage conflict and are persistant in the marketplace. The Council members can see first-hand how Zillow leverages succes in the industry.



Council members went on to discuss how they themselves do it all as top producers (and have a work life balance) by using tools, technology, websites, devices and REsource center offerings. On top of mindset, many said the best way to juggle it all is through integration and automation. "The council uses high-touch and cuts through the noise," observed Braford.

## The following are some tools the national re\_think Council members use in their business:





BombBomb Videolicious Content Samurai Slideshow Magic video



Moxi Works Boom Town automation



Forming teams
Hiring assistants
productivity



Blogs SEO



Seller Advantage



Offrs.com who's most likely to sell within the next year



Ninja Selling says your sphere of influence number equals what you make: \$1,000 per person in GCI each year. For example, if you know 300 people you'll get \$300K in GCI.



Ripple content sharing



Zillow Yelp reviews



LinkedIn leads



Matterport 3D tours



Facebook Instagram advertising



Ask for referrals

### **Conclusion: Join the Conversation**

Between family, friends, business and being powerhouses, it's clear the struggle isn't always easy for the re\_think Council. "If you know your personal value proposition, I would say that's the number one thing you can do," encouraged Breen.

One thing remains certain: if you use the FISH! Philosophy through Blefari's Ten Keys to Success, you have all the tools you need to succeed.



Now it's time to get started and get involved. The re\_think Council's white paper is just one piece of the conversation at Berkshire Hathaway HomeServices. Dialog also continues regularly at the local level through the activities of over 25 local chapters across the country. To join a local chapter in your area or learn how to start one, email: rethink@hsfranchise.com.

You can also access re\_think Council discussions on: Instagram @rethinkcouncil, Twitter @rethinkcouncil and Facebook.com/rethinkcouncil.



### National re\_think Council Members

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Berkshire Hathaway HomeServices Showcase Properties

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#### **Kyle Hannegan**

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# National re\_think Advisors and Leadership

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HSF Affiliates SVP, Network Services **Executive Sponsor** 

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#### **Tammie Fletcher**

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#### **Jake Breen**

Berkshire Hathaway HomeServices Utah Properties Broker Advisor

#### **Bob Watson**

HSF Affiliates Director, Global Network Training **Advisor** 

#### **Jason Braford**

Berkshire Hathaway HomeServices Manager, Business Consulting **Advisor**  Our re\_think Council vision is to be the premier think tank in the real estate industry focused on sustainable success for current and future real estate agents. Defined by diversity, innovation and a collaborative attitude, re\_think Councils help our affiliates recruit and retain millennials to the Berkshire Hathaway HomeServices network, proving that we are stronger together.

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, has grown to nearly 44,000 agents and 1,300+ offices operating in 47 states since its launch in September 2013.



### re\_think council

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