

Coaching Call

About

Raquel Quinet



**Lessons Learned
from the
Master Mind Agent
Interview**

Today's Objective

Dissect the interview

And determine the

GEMs

(Golden Educational Moments)

That can be applied to your business

Comments & Questions

If on the **webcast**,
in large box on left side of screen.

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Press *2 to raise your hand.

I will be reviewing comments and
questions at the end of the
presentation

Raquel Quinet Interview

released on June 21, 2012



- **Moved – new state**
- **Sold old team**
- **Studied new market**
- **Started new team**
- **253 closings**
- **\$27 million**

3 Lessons from Raquel

Move & Start Over

1. How to **SELL** an old team
2. How to **STUDY** a new market
3. How to **START** a new team

**Could you survive if you
relocated to a new
market...in a new state?**

**Raquel did it...
survived and thrived**

**Could you survive if you
relocated to a new
market...in a new state?**

**Raquel moved from
California to Arizona with
her husband and young
family**

**Could you survive if you
relocated to a new
market...in a new state?**

**She sold everything in
California (including her
team) and started fresh in
Arizona**

**Could you survive if you
relocated to a new
market...in a new state?**

**Her family, friends, and
sphere of influence were in
California. She did not
know anyone in Arizona.**

Lesson #1

**Do you know how to
SELL a team?**

Raquel had a successful CA team:

100 closings per year

\$750K average sales price

Lesson #1

**Do you know how to
SELL a team?**

There are many ways to sell.

Here's how Raquel did it...

Lesson #1

**Do you know how to
SELL a team?**

Sold it to a team member

How?

Lesson #1

Do you know how to **SELL** a team?

- **Written agreement**
- **Found team member who wanted to buy**
- **Promote buyer to team leader**
- **Advertise “team” vs “Raquel”**
- **Finance the sell – no down**
- **3 year buy out – no fixed price**

Lesson #1

Do you know how to **SELL** a team?

- Referral fees to seller
- 60% of gross 1st year
- 50% of gross 2nd year
- 40% of gross 3rd year
- Then buyer owns team 4th year

Lesson #1

Do you know how to SELL a team?

- **Buyer – no down**
- **Seller – cash flow**
- **Team in-tacked & clients retained**
- **Beats walking away empty handed**

Lesson #2

**How do you STUDY
a new market?**

**Raquel did not know
ANYONE in the new market**

Lesson #2

**How do you STUDY
a new market?**

**Did she jump right in and
start selling homes?**

Lesson #2

**How do you STUDY
a new market?**

**No. She took a job with a large
established brokerage as a
recruiter.**

Lesson #2

How do you **STUDY** a new market?

**Why? She earned a small salary
plus bonuses for her effort.**

And she...

Lesson #2

How do you **STUDY** a new market?

- **studied the market**
- **learned the area**
- **found the top local agents**
- **discovered what types of properties were selling – noticed trends**

Lesson #2

How do you **STUDY** a new market?

Analyze the MLS data:

- **What TYPES of homes are selling**
- **What AREAS of town are homes selling**
- **What KIND of sales (retail, REO, short-sale)**

Lesson #2

How do you **STUDY** a new market?

By early 2010, Raquel noticed that her market had fallen in value by almost half. There were tons of listings. But only short-sales and REOs were closing. She decided to get back into sales.

Lesson #3

How do you **START** a new team?

**First, you need to know
who your customer will be**

Lesson #3

**How do you START
a new team?**

**Raquel went after what
was selling...REO**

Lesson #3

How do you **START** a new team?

**As soon as she got her
first REO assignment, she
hired her first assistant and
started the new team**

Lesson #3

**How do you START
a new team?**

**And quickly built her team
to 5 members to help her
close all the REOs**

Lesson #3

How do you **START** a new team?

- **Offer / Cash For Keys Coordinator**
- **Repair Coordinator**
- **Escrow Coordinator**
- **Field Manager**
- **Bookkeeper**

Lesson #3

How do you **START** a new team?

In her second year with her new team, she closed 253 transactions worth \$27 million...

...that's a fast re-start

Lesson #3

How do you **START** a new team?

As the market improves, Raquel is already changing with it. She just hired a buyer agent and is moving into short-sales and retail sales.

Bonus Lesson

**Do you ADAPT
to changing markets?**

**Raquel (and the other top agents)
are willing to adapt to the
changing markets.**

Bonus Lesson

Do you ADAPT to changing markets?

In California, she was a traditional agent with billboards, geographic farms, sphere of influence, past clients, and referrals.

In Arizona, she changed with the market and became an REO agent working with banks.

Bonus Lesson

**Do you ADAPT
to changing markets?**

**Today she is looking and anticipating
the next big SHIFT in the market.**

Her goal is to be in front of the wave.

3 Lessons from Raquel

1. You can **SELL** your team
2. You should **STUDY** a new market before you jump in
3. You can **START** a new team after you decide on a customer
4. **BONUS:** You must **ADAPT** to the changing market

Comments & Questions

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Comments & Questions

- What did you find most valuable in the interview?
- Should we interview Raquel again? (follow-up)
- What other things would you like to ask Raquel?
- Other comments or questions?

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Raquel Quinet



- Listen to Raquel's entire interview and listen for GEMs (golden educational moments)
- Write GEMs down
- Implement immediately
- This coaching call audio and the presentation slides will be in My CLUB Area for members

Learn more at:
www.MasterMindAgent.com

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Next Interview

**Brett Tanner Interview
releases on July 7, 2012**



- 667 closings**
- \$65 million**
- Look in My Club Area**
- www.MasterMindAgent.com**