

November 2014

BROKEN INDUSTRY



Don't Wait!

PREPARE NOW!

I Told You. They're Coming!

“Mark my words! You’re going to see an increase in agent population of 300 to 500K new agents. More new agents will flood into real estate, in the next 12 to 36 months, that any other time in history.”

- RYAN FLETCHER, December 2013

GREETINGS ONCE AGAIN, fellow fighters, entrepreneurs, agents who refuse to just be “real estate agents.” I have heard from many of you. Thank you. Your stories are incredible. The authenticity in which you write and speak has inspired me. Encouraged me. And validated to me, that this publication is not only needed but, more important than I originally thought or concluded. Precisely what I anticipated is proving to be correct. Of course, hate mail has poured in from *The Guru Party*. Several from folks, whom I would describe as “firmly” entrenched.

My vocal position on “the state” of this industry, the training, about what agents are conditioned to believe, etc., you can imagine, is not welcomed. They like the status quo. They profit from the status quo. But the day has come. Agents are waking up to this fact and finally, are willing to do something about it. Cold-calling. Door-knocking. Prospecting and annoying people, it’s not fulfilling. This is not how they envisioned their future. They don’t want to spend a lifetime overcoming objections. Chasing down leads. They don’t want to be treated like dirt or be disrespected anymore. Even those making good money this way, the perpetual grind of being positioned as a “real estate agent,” as a salesman, as a “honey badger,” is wearing on them... they’re fatiguing.

When I *officially* declared this publication “The Boldest Anti-Guru Publication on Earth” I knew I was engaging in a fight. I knew there would be resistance to my message. I knew there would be people who would want to silence me. But I also knew, or at least I believed, that there were people out there like you. So, this month, *the fight continues...*

Well ladies and gentleman. We’re right on track. Anybody could have predicted this. I could see it from a thousand miles away. Back in December 2013, I made the statement, “Mark my words. You’re going to see an increase in agent population of 300 to 500K new agents. More new agents will flood into real estate, in the next 12 to 36 months, that any other time in history.” People told me I was crazy. That I didn’t know I was talking about. But I warned agents to differentiate now, because, if they didn’t, they were going to find themselves in steep competition against a massive field of “Glenn Garry Glenn Ross”-types. And, in that environment, only the most aggressive, most unethical honey badger wins.

And let’s face it; most people aren’t wired to be honey badgers. Nor do they want to be. Locking antlers with a couple of other sales “bucks,” embracing rejection, overcoming resistance, fighting for listings and territory, to most, is the description of a pretty miserable existence. This reality, though, didn’t stop NAR from celebrating. It didn’t stop the franchises or franchisees from celebrating either. Nor did it stop *The Guru Party* from celebrating; made of the endless supply of coaches, trainers and brokers.

These people see higher agent counts, and salivate. “Oh goodie!” This is nirvana for greed-driven NAR. More agents mean more membership dues. ReMax shareholders, having gone

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Editor-in-Chief/Ryan Fletcher

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public last year, are ecstatic. More desk fees! And let's not forget the designation peddlers. Modern day charlatans. More agents mean more money is funneled toward alphabet soup. And more suckers, over all, to buy *The Guru Party's* systems and courses and to join their coaching programs. From an industry-establishment perspective, it is a true panacea.

I remind you, at the time I made this prediction it was just common sense. Forbes had just published the article, "Obamacare Will Foster A Part-Time Bonanza For Our Limp Economy." Why? "Cause under Obamacare, all U.S. companies with 50 or more employees are mandated to provide health insurance for full-time workers." This forced/forces employers into a tough financial situation, "We can't do it. We can't afford it," they say. The solution? "We don't have full time workers anymore." 40 hours a week? You don't work 40-hours a week anymore. You work 29.5-hours. "There, fixed." Making this "part-time bonanza" worse. This is something I talked about on the podcast this past month. Studies show that 70% of all new jobs created, have been part-time jobs.

Staffing firms doing \$100 million in revenue a few years ago, have grown to billion-dollar companies. Employers are not hiring employees. They are hiring temps. They are outsourcing. They are bringing in contract labor, per hour, per project.

I know. You hear Obama touting the economy. "American workers and the American economy are better off since I took office." On Labor Day, those were his words at the annual Laborfest event in Milwaukee. But it is all smoke and mirrors. *Deception*. According to the Bureau of Labor Statistics (the Sept. 2014 report) "Record 92,269,000 Not in Labor Force; Participation Rate Matches 36-Year Low."

In other words, the unemployment rate has dropped "to the lowest point in five years" because people who were looking for a job. Just quit. They stopped looking. Altogether, they dropped out of the labor force. And those that drop out, in determining the "unemployment numbers," are not considered to be "unemployed." They are classified, simply, as having dropped out of the labor force. This is where that record number comes from. It also explains the drop in the unemployment rate. It's all smoke and mirrors.

So now, I'm telling you folks. You have the "perfect storm" to drive a massive increase in the agent population: 1) Obamacare: conversion of full-time workers to part-time workers. 2) 70% of all new jobs created are part-time jobs, 3) even those who are working, because of fewer hours, are earning less. And finally, 4) a record number of people without a job—all of whom who need to find a way to make some extra money.

It's just a matter of time. And, to which industry do you think they'll look?

You have more people than ever, with part-time jobs, that need *another* part-time job—what industry has always

accommodated this? What industry can you get started in with very little capital, and has virtually no barrier to entrance? How hard is it to get a real estate license? What industry has always welcomed anyone willing to pay his or her association fees and NAR membership dues?

Folks, this is why I believe ReMax went public back in November. Their analysts saw the same thing I did. And probably more. "A perfect storm" to drive agent counts higher. A prediction that proved to be spot on for ReMax, as Inman reported, "ReMax Brings a Battalion of New Agent Recruits Into Real Estate." NAR's Monthly Membership Report confirmed this rapid increase in agent count, reporting an increase in the agent-population in all 50 states. In August 2014, alone, membership grew by more than 12,000 agents. By the end of 2014, nearly 100,000 new agents, mostly low-information agents, will have joined the ranks.

Most of which, whom will resort to cold-prospecting, become a hated telemarketer or use of bait-and-switch tactics "The Guaranteed Sale Program." Etc. Or of course, there is always the demeaning act of public begging (family, friends, or fake relationships via leads groups and networking) in hopes of securing referrals—as means to grow an ailing business.

I'm telling you, folks, the *Incompetence Machine* is cranking! There is no stopping it. You can't hide from it. You reputation, because of this flood of new agents, will continue to be soiled. Brad Inman came out this past month, in support of my central thesis. "Tweet Storm! Inman News Publisher Vents About Bad Agents." The article continued, "Inman News Publisher Brad Inman unleashed a tweet storm today on loose licensing requirements, incompetent agents, why we should care, and how to fix the problem."



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Broken Industry™: The Publication

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"The Boldest Anti-Guru Publication on Earth!"

By *The Guru Party* I am hated for writing this publication. They despise it. But by its readers, I am loved. Why? Because I just say what so many have been thinking for years. *The truth!*

NEWS DIGEST

INNOVATION AT IT'S FINEST

“Are you ready to DOMINATE your marketplace?” During a recent LIVE “Make Money Marathon” day-long event, the co-founder of the organization was asked, “How would you grow your business if you had limited time?” He hemmed and hawed. But when pressed, he responded by saying, “I would probably target FSBOs and EXPIREDS, and probably FSBOs first.” Then continued, “My routine is to contact FSBOs every Monday, until they list, or get listed.” *So... more cold-calling and public begging? Is that right?* From an organization that claims to be “revolutioniz[ing] the real estate industry,” I expected something a bit more innovative? What’s next? A referral program? Maybe a new listing presentation or a better script? Innovation, folks, it knows no bounds. Here’s what’s *truly* innovative. The number of ways, which *The Guru Party* can continually come up with, to describe and sell old concepts and ideas. They seemingly can take any old turd, and, with nothing more than vague promises, polish it to a brilliant shine. Yes, they possess the same skill as our wonderful Liar-in-Chief. Here piggy, piggy. “I got your lipstick.”



FREE CANNABIS—OH, THE IRONY!

Thousands lined up! In Colorado Springs this past month, “a free cannabis giveaway attracted about a thousand people looking for an alternative medication for their physical and mental pain.” According to the Roger Martin, the executive director of the operation, “It [marijuana] isn’t going to hurt them as much as taking prescription drugs.” The irony. The United States taxpayer—YOU—have spent billions to fight the “War Against Drugs,” but now they’re given away, free. *Legally*. It’s even encouraged. Why, the about face? *Of course!* It’s always about money. When the federal deficit hits \$30 trillion. Just wait. We’ll

be legalizing heroin too. The moral character of those in power never ceases to amaze me. A white lie here. A bending of one’s ethics there. And, if calling something “innovative or progressive” helps to sell it, *ahem!* The Guru Party—then no harm. No foul. All can be made legitimate with an asterisk (*) and a little fine print.

DESPERATION DRIVEN ETHICS

I’ve said it a million times. “Survival is the most powerful force on earth.” A North Carolina man is accused of selling a crushed up Pop-tart to an undercover officer—trying to pass it off as crack cocaine. Authorities tested the evidence. *Yep!* Negative for cocaine. Positive for Pop-tart. The suspect admitted to his swindle involving the popular breakfast treat, saying, “I needed extra cash.” And this, ladies and gentleman, is why *Unethicals* run rampant in real estate. “I’m not a bad person,” they say, “I just need that commission check.” *Hint:* On your listings, offer 4% to the buyer’s agent. You’ll have every *Unethical* on the block, attempting to sell that home to their buyer, even if they don’t want it.



CONFUSION ABOUT

Donald Trump said in an article, published on Breitbart.com, “Our country has enough problems.” In reference to Obama’s plan to grant amnesty to 5 million illegals. “Many of the people coming in are not people that their countries wanted. We’re getting a lot of rough customers coming in and we’re getting a lot of criminal types coming in. I’m sure we’re getting some very good people coming in...” *Wait!* Is he talking about real



estate or the country [from Mexico and Guatemala]? It sounds like real estate. God knows our “borders” aren’t secure. “We’re getting a lot rough customers coming in... We’re getting a lot of criminal types coming in. We’re getting a lot of people coming in that other industries didn’t want.” The notion certainly holds, “Our industry has enough problems!” hard to dispute that. What harm could possibly come from 300K to 500K *more* agents?



REFUSAL TO LISTEN

“Forty-six percent of doctors give President Obama’s healthcare law a “D” or an “F,” according to a new survey from the Physicians Foundation. Surely this can’t be right? *Could it?* A failing grade! The survey was emailed to “virtually every physician in the United States with an email address on record with the American Medical Association,” this March through June as the law’s major provisions were taking effect, and received more than 20,000 responses from doctors. Certainly Obama will listen, *right?* These are the doctors. They are on the front lines of patient care. They are seeing, first hand, the deterioration of medicine. Certainly he must listen. *Please!* It’s all-political for Obama. Obamacare was never about healthcare. It’s about achieving a long-term political agenda. There’s always an *agenda* with these people. He will ignore the doctors. Just as, in the fight against Isis, he is ignoring/has ignored his military advisors. Does it make sense? *No!* But then, neither does not listening to the public when their message to agents is clear, “I hate telemarketers. Stop calling me.” *The Guru Party*, though, they too have an agenda—to condition you to be a salesman and nothing else matters.

BIG BROTHER/SISTER KNOWS BEST!

School nutrition experts in Nebraska are struggling to comply with new federal snack regulations championed by first lady Michelle Obama. “I think we’ve gone to far too fast,” says Diane Zipay, director of nutritional services for the Westside School District. Zipay told local TV affiliate KETV.com, “The new rules not only greatly reduce the available snack options schools can offer, they defy the concept of moderation that’s important for students to learn. I want kids to feel like they can have an apple one day and a Snicker’s bar the next. And that’s OK,” she said. “You cannot buy a Tic Tac in a Nebraska school, I checked.” Reports show instead of combatting childhood obesity, the new regulations are driving a record number of students away from school lunches. “More than 1 million students no longer buy school lunches because of the new restrictions.” The result: many participating schools have lost so much in lunch sales, district officials have opted to forfeit federal funding to serve students foods they’ll actually buy, and eat.” *In my opinion!* It serves the schools districts right! They should be punished. As Porter Stansberry puts it, “You never get what you expect, you get what you deserve.” School officials allowed themselves to be bought. Queen Obama promised federal money, and they leaped at it. Shame on them! *Besides.* This was never about fighting obesity or helping kids. With the Left, it’s always about *greater* control. Control over your decisions. Over your life and business. Over your diet. Why? Because you can’t possibly know [or be trusted] to choose what’s best for you. You’re too stupid. You’re too dumb. “Why gamble on *personal* responsibility, when we “the government” can choose for them?” The sad part, folks—the low-information agent doesn’t see it. How *The Guru Party* tries to dictate to them, in the same manner, what they’re supposed to do, say, think, and act... My question: *When will they wake up?*



35 UNDENIABLE TRUTHS

*As you know, I've been blessed. I've had so many wonderful things happen to me – and I've made wonderful things happen, by virtue of the opportunities available to me, and by "seeing" the clearing through the fog. The Guru Party's message is that you must hunt and beg and demean yourself in a variety of "standard" ways to be successful in real estate. Like, "Prospecting is your job." I reject that. The spirit of the Entrepreneur, it would be shameful to waste it on prospecting. To rise to new heights, though, you must understand the truths that enable you to defy "the gravity" that others tell you cannot be escaped. They are wrong. Their 'lack of skills' and 'limited ambition' blinds them to what is possible. These truths, undoubtedly, will infuriate The Guru Party. That's Ok. By the majority of low-information agents, they will be rejected. That too, is OK... because in time, after enough pain is experienced, suffered, enough struggle is endured, enough frustration is dealt with – they will come around and smarten up. They will wise up. They will realize the approach of The Guru Party has failed them for fundamental reasons. And they will stop trying to deny or outflank the reality that is these truths. They are, after all, **undeniable...truths.***

TRUTHS #1-#4 – published October 2014

TRUTH #5: The number of *unethical* agents outnumbers the number of ethical ones.

Of course, I don't need to tell you this. Real estate agents aren't just hated by the majority of society because of the way they prospect. Real estate is one of the few industries on earth, where those in the industry, actually hate their own kind. "It would be funny, if it weren't so true," isn't that the saying?

How many times have you done a transaction with another agent and said to yourself. "This guy is a fucking idiot." Maybe not those exact words. *But*, because of his incompetence, you had to do his job *and* yours. OR, how many times have you lost a listing to an agent because he told the client "*Oh, you can get wayyyyy more...*" only to see that client's home sit on the market for months, undergo multiple price reductions, expire, then come back on the market, as a stale listing, where it was subjected to multiple low-ball offers, one after another. Where, in the process, because of that agent's lie, cost that client thousands in lost profit, months of frustration, lots of worry, stress, agony, and untold financial damage?

It's a simple question. How many clients have you lost, because you *chose* to tell the truth, when other competing agents didn't? Wouldn't? OR, maybe you didn't/weren't willing to promise to "buy their home for cash" because you don't believe in bait-n-switch advertising, and would never engage in misleading, unethical business practices?

OR, maybe you didn't lie through your teeth when calling a FSBO or Expired, about how you "might have a buyer" for their home, because you knew it would be a lie and you have

principles and integrity?

And hell, all of this, it doesn't even scratch the surface. Should I keep going?

Btw, to defeat unethical agents in a Negative Reputation industry isn't hard. Here's how: 1) Cater to the Unchurched (see the Protector Video Series for explanation – Video 3 – www.HomeOfTheProtector.com) and, 2) Speak the Language of the Protector—publish and expose the truth about what these agents do, about who they really are. When you do this effectively, you will instantly see how it differentiates you from the agents in your marketplace who have a moral compass as crooked as a fishhook.

The Guru Party would never tell you to do this, because it's the *anti*-thesis to everything they teach. But hear me loud. The *truth*, in Negative Reputation industries, can be your greatest superpower.

You just need to *publish* it.

TRUTH #6: You can't escape the symptoms unless you treat the cause.

As long as the real estate industry, the culture, that is, resembles a scene from the movie *Boiler Room* or *The Wolf of Wall Street*. And as long as each brokerage is perceived, as nothing more than a group of minions, a call center, who've all been taught, conditioned, to be telemarketers. "You can thank *The Guru Party*." Then society will continue to hate real estate agents. Continue to reject real estate agents. And, in general, continue to devalue and depreciate their knowledge and expertise.

It doesn't take a person of great intellect to understand that you can't do what agents have been taught to do, and be respected. The solution here is, *The Guru Party* must be

destroyed. At least, displaced. If not physically, *at least* mentally, and nothing they teach should be allowed to infect your business. Let's face it. They are the ones responsible for the "Glenn Gary, Glenn Ross" culture that the industry has become known for. Not you. Not me. They, not us, have been the ones in charge of the training. And what they teach is toxic. The rejection. The disrespect. The fact that society treats agents like lepers, is proof of this fact.

It's due to the stereotype.

I'm telling you, folks, these people are the cause. They are the ones that have bankrupted the real estate industry of trust, by what they teach. What they preach. By what they condition agents to believe.

It's precisely why *Common Core* is so controversial. There is a fight going on right now at every level. Because, as it has always been known, the "party" that controls the educational system, whether it be in the schools, our different industries of business, or in society, is the *party* that creates the culture.

The Welfare State. The Nanny State. The Fairness doctrine. The fundamental transformation of America into a weaker, more pathetic nation, into an embarrassment on the world stage, none of that has happened by accident. There are people *at fault*. We know who these people are. These people need to be held accountable. The same, of course, holds true, for the destruction of the real estate profession. Someone is at fault. And we know who it is. And while it's not Obama—it might as well be...

The Guru Party is more Jordan Belfort, *The Wolf of Wall Street*, than Steve Jobs. Hence the destructive sales culture and the low perceived status of the real estate agent.

The customer and his experience aren't even "on the radar" with these people. The proof is in what they shove down agents throat.

"Prospecting is your job." Don't take "no" for an answer.

Prospect three hours a day.

Hunt. Beg. Pester. "Every no is closer to a yes." If necessary, lie to 'for sale by owners' and Expireds, "I might have a buyer for your home." Etc.

Honestly, could you ever imagine Steve Jobs working to establish this kind of a *culture* in any of his companies?

Steve Jobs' focus on the customer, not sales, is documented, well-known and legendary—as a result—superior sales were/are merely the by-product of a superior product, experience and quality. This is what made Jobs and his companies great. Not to mention, Apple, the most valuable company in the world.

These people, though, the *TGP*, they see the customer as a necessary evil. Just someone to extract money from...

To them, the client is just a commission check. As Belfort so eloquently put it to his sales agents, in *The Wolf of Wall Street*, "Fuck the client. The only responsibility you have is to put meat on the table." This is the honey-badger mentality.

And, sadly, that same shortsighted belief permeates the thinking of *The Guru Party*—the very people who control the training and education of the real estate industry—and negatively, who have established the culture.

They will, of course, object to this truth and tell you something very different. But what they teach, and society's dislike for it, reveals the true story... I can't make people hate real estate agents. I don't have that power. I can only tell you why they do, and more important, how to fix it.

The only true path to escape the symptoms that you suffer, due to the stereotype, due to the *culture* that they've created, is to treat the cause. The influence of *The Guru Party* must be eliminated, at least, in your business.

It may not be possible to eradicate the entire training system or guru industry, as I believe they are too far embedded. Not to mention, for other reasons. But certainly, you can (and should) be your own doctor to treat your own business. Thus, ridding it of any trace of the infectious disease.

In three words: *Delink and disconnect.*

TRUTH #7: The majority of real estate agents are not entrepreneurs.

Despite what the *TGP* thinks, real entrepreneurs don't need to be told what to do. "Please Stop Helping Us: How Liberals

Make It Harder for Blacks to Succeed" is a book written by thought-leader, Jason Riley. I am thinking of writing a similar book, in the same vain, titled, "Please Stop Helping Us: How The Guru Party Makes It Harder for Agents to Succeed."

But the truth remains. There is no convincing the low-

information agent of this fact. As P.T. Barnum never said, "There is a sucker born every minute," and the sucker, shall, and always will be, the prey of *The Guru Party*.

In the inaugural issue of *Broken Industry*, I wrote an article titled, "The Man I Want My Son To Be" where I outlined, in rich detail, the seven characteristics that he will need to embrace to achieve greatness in his chosen field, whatever field that may be, but mainly, to achieve greatness in life.

I assure you. Being dependent on someone who claims to be "smarter than him" wasn't one of the seven.

The low-information agent, though, the anti-entrepreneur, because he lacks self-confidence and feels inferior, he puts his faith in *The Guru Party* and believes in the guru, more than he believes in himself.

It's sad, but true. Otherwise, what else could explain why he is so easily persuaded?



STAY TUNED: 28 MORE TRUTHS COMING...

THE ABRAHAM PLAN

Paraphrased: *“It’s imperative. Important. To be strategic. Progressive. To have a sequential predictable system. Prepared. A well-thought out plan. It’s vitally necessary. It must be dynamic and forward-looking. Something revolutionary. That sets you apart. Preeminent. You must be open-minded. You need a system. Advanced positioning. You need to be strategic. A focus on the high-dollar activities. You must say goodbye to mediocrity and welcome to greatness. The key is: Strategy. A system to create authority. It’s important. Imperative. Breakthroughs come from outside the real estate industry not from within. Control. Command. The preeminent person in your marketplace. It’s about strategy. Integrated, synergistic systems. Progressive. Forward-thinking. This gives you influence. It’s imperative. Proressive. Dynamic. Multiple factors, combined. Unified. The strategy of preeminence. Competitive edge. Status. Impact. Leverage...”*

Did I mention you must be strategic?”

Yes Jay, you did, 400 times in 60 minutes. We get it. You have firmly impressed upon us. “Be strategic.” And yes, we understand you like adjectives. And your command over the English thesaurus is vastly superior to ours. By the way, Jay, can you summarize your plan for success one more time? “Be strategic.” Perfect. *Thanks!* I didn’t want the readers to miss your key point.

Ladies and gentleman, this is what frustrates me about consultants and speakers. They’re all “talk” and never get to the meat of the solution. They have great stump speeches. And on the surface, all that sounds great. Yep, I pretty much agree with all of it. But how does one make it a reality? Where does the rubber meet the road? How does one build a “progressive, integrated, synergistic system,” whatever the hell that means?

Those are the details you’ll never hear.

Don’t misunderstand. They’ll sell you something. That’s what this is. It’s a sales pitch. A 60-minute teleseminar disguised as content to get you to come to a summit or a seminar, where at the seminar, they will pitch you something else, a membership, an Infusionsoft subscription, on a mastermind, whatever it is, and you can bet it will promise to “make you” more strategic.

Can I offer you a shortcut?

It’s \$10 bucks. You can buy it on Amazon. It’s a book written by Perry Marshall. The name of that book is *80/20 Sales*

and *Marketing* and on page 119 is the answer to being strategic that Jay Abraham never got to. *Let’s face it.* Abraham isn’t interested in the small entrepreneur. The single real estate agent. He’s a corporate guy. His advice is targeted at the company doing 10 to 50 million in revenue. Partnerships. He is used to working with talented teams of people. Not the single entrepreneur. Sure, all of his strategies translate. But, for execution, for every one of those strategies, here’s what it comes down to. *Skills.* If you don’t have certain *skills*, then you can’t execute.

Conceptually, you get it. You know what you need. You know what you don’t need. And you know what ‘the symbols’ of the Authority are: Books. Articles. Endorsements. Public platforms (appearances on radio, television, podcasts, etc.) where you’re interviewed by others, or on platforms of your creation to be able to spread your message. Public speaking. The list goes on and on...

But if anyone ever tells you to cold-call, here’s what to do... Immediately ignore that person. From that point forward, disregard everything he or she has said or is saying. Cold calling is the *anti-Christ* of Authority—being seen as a *Someone*, or being strategic. Manual labor is an *activity*. Not a skill. And worse, it’s an activity that sabotages your status. The phone is the tool of the salesman. Never forget that.

Anyhow, back to pg.119 in Perry’s book. There are four

columns. The first column is labeled “\$10 per hour” activities. The second is “\$100 per hour” activities. The third is “\$1,000 per hour” activities. And finally, the fourth, “\$10,000 per hour” activities...

The Guru Party will tell you you have to “progressively” work your way up. Like climbing a ladder, from rung to rung, from doing “\$10 per hour” activities, ultimately, to focusing only on “\$10,000 per hour” activities. Let me warn you. This advice is destructive. Misleading. And *dangerous!* It’s precisely why so many agent fail.

Author Robert Ringer talks about “Leap Frog Theory.” You don’t have to *ever* start at the bottom.

If I’m entering a new market, here’s what I want to do. I want to have a book to my credit. I want to be an author. I want to have articles. I want to have videos. Within in the first 30 or 60 days, I want to have been interviewed on the radio. I want to have been talked about my local newspaper. I want to be seen as a leader in the business community. Etc... In short, I want to be seen as a *Someone!* Not as a “real estate agent.”

How do you make that happen? You answer this question. If I were invited to speak at a TED.com conference, if I was given 18-minutes to speak to the brightest minds in the world, to share my ideas, “What would I say?”

If you don’t have an answer to that question, then everything else, all that talk about “being strategic” is all bullshit.

Do you know how Obama got elected? Do you know how George W. Bush got elected? Do you know how Bill Clinton got elected? Or, how every president before each of those three got elected, including Ronald Reagan—The Great Communicator? By having a *message*. And often that message, it is crafted by some speechwriter that you have never heard of,

who is putting the words in the mouth of the president who is inspiring and moving millions.

Folks, this is the art of copywriting, message creation and writing for influence. To the great misconception of *The Guru Party*, before “being strategic” even matters, you must learn this skill—writing for influence—or hire it out to someone who is highly proficient in it, like a presidential speechwriter.

“What is your Ted Talk?” What would you say? What is your message to those 200 people in the audience? After all, without a powerful message—words that move people—what do you have to say that is worth saying?

Nothing!

So now, just like every other agent, you’re restricted to prospecting and begging—both—low-status, low dollar activities that will never elevate you to performing *\$10,000 per hour* activities.

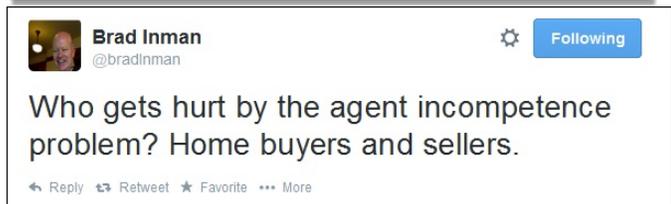
Folks, tread carefully with *The Guru Party*. That is my advice. These people always have an agenda. Be skeptical. Second-guess and question everything they say. Debate the merit of their every idea. If you allow them, they will deceive you. At minimum, they will take you push you down the long-winding-path to success, where “strategically”—there’s that word again—they will pass you by all their sales tables, where they will peddle to you their wares, with plenty of opportunities to join their coaching programs and mastermind groups. This is, by the way, the *real* reason a business owner hires Jay Abraham. He excels at separating people from their money. *Strategically.*

Good for the client he represents who is selling you the resources. Not always so good for you...

This isn’t hard to figure out, folks. By skipping the *first* most critical step, they keep you *chasing* the secret. ■



Continued from page 3...



While I agree with Brad's sentiment and frustration, you can rule out NAR doing anything! *Think about it.* Is the Federal Government...is Obama going to fix the problems he's created? Obamacare, is he going to admit it's been an epic failure? Benghazi, is he going to get to the bottom of that? The IRS scandal, is he going to move mountains to get to the truth?

It's a simply fact: Governments are not eager to solve problems or to create solutions. They are too busy, preoccupied finding new ways to increase taxpayer (and member) revenues. That's what NAR is. It's a government. Don't be fooled by the "association" title or by the fact NAR calls itself a "membership" organization. Its members are members because they are forced to be members. In the same way the government forces all of us to be taxpayers. It's not by choice. It's by mandate. True membership organizations attract members because they make it attractive to join their organization. Governments though, they coerce. And that is what NAR is. A government.

There are elections. There are local and state boards. Etc. Compared to Zillow, which has a small, focused executive team with a lean eight-member board of directors all moving in the same direction. As an ex-Move.com exec put it, "The structure of NAR is its own worst enemy. A sprawling fragmented organization," he said, with "an estimated 85,000 brokers, nearly 800 board members, 1 million Realtors® and gads of committees that are often competing with one another instead of working together."

Long story short! NAR isn't going to do shit to fix the problems that the industry suffers, that they have helped to create. And even if they wanted to, to get everyone moving in the same direction would be like trying to herd hundreds, if not hundreds-of-thousands, of mentally retarded cats. "Politicians"

never agree on anything. It's all a big power grab for them anyway. They don't care about you.

This is why Zillow is kicking NAR's ass on the tech side too, because they are entrepreneurial. Not elected officials. Not politicians. Not Washington lobbyists. *But watch out!* If there ever comes a battle whereby the mission is to extract money from agents "by use of force, coercion, bullying or mandate," Zillow will get steamrolled. So will Trulia.

And you can count out the franchises, to do anything either. Maybe you're not familiar with Keller Williams three most important metrics. Agent count. Agent volume. And total office profitability. So, how do you do this? You keep licensing requirements low. That knocks out the first objective. Second, you get those agents to make more cold-calls. "Thank you MAPS certified coaches." And those two, with the added coaching revenue, from holding agents accountable as telemarketers, takes care of the third objective.

What? Am I being too cynical? Or is it just the truth? Don't worry. I'm not picking on Keller Williams. All industry brokerages are like this. Because that's the model. Redfin has tried something else, and to date, has failed.

I'm just reporting my research, as I have found it. I'm just reporting the facts. The entire industry is setup to extract money from agents, in the same manner that the taxpayer is the turnip that gets squeezed by the government. This is just one minor detail, but think about it. If this weren't true, why else would NAR launch a ".realtor" domain and charge 4X as much as a regular .com domain...if their sole mission wasn't to extract more money from agents? You?

[WARNING: Listen to the podcast, episode 3, for my comments on the dangers of the .realtor domain. My advice: Avoid it like the plague.]

Folks, let me be clear about this. This industry is broken. You know it. I know it. There is no fixing it on a massive scale. For god sakes, Jennifer Anniston is still type-casted as Rachel Green. Once people's mind is made up about something, there's no changing that. Especially when negative-things to consumers, more horror stories, continue to happen.

You can pray for the Negative Reputation of the "real estate agent" to be fixed. But so can Michael Vick pray to not be remembered as the guy guilty of murdering dogs. It won't happen. He's spent over \$100,000 to resurrect his image, but he's still "The NFL player" who went to prison for dog fighting and murdering dogs. No one will ever forget that. Did he get a second chance? Yes. But that's because he *stopped* dog fighting. "Real estate agents" aren't going to stop being unethical or incompetent.

I mean, society, how can you blame them? Why shouldn't they judge agents negatively?

Most real estate agents, hell, we don't even like our own kind. How many incompetent agents have you worked with? A lot! I hear it all the time. Now do the math. Times that number by how many agents there are in your market. Got it? Then multiply that number by the thousands of markets state and nationwide. The result: Collectively, a lot of *horror stories* caused by the low-moral-character and incompetence of commission-driven salespeople. *Agents!*

And have you ever heard NAR say, "Now is NOT a good time to buy a home." Of course not! According to NAR, "It's



always a good time.” Stock market crashes. “Now is a good time to buy.” Interest rates at 10%. “Now is a good time.” Record number of people who have dropped from the labor force, “Talk to a Realtor® today.” That’s how prevalent lying is in this industry. Just like the Obama administration, it comes from the top and trickles down. And, it’s the foundation and central premise of their core message to the public.

I don't know. Here's a solution.

Maybe NAR should create a *truth* campaign around all the ways that Realtor®s and “real estate agents” can (and do), especially the low-information variety, take advantage of the public; via unethical behaviors, cutting corners, deceptive advertising practices, etc. about the threat of incompetence, blatant lies, mispricing properties, and so forth.

Too bold? Too daring? Might such tact upset too many unethical and incompetent agents, brokers and franchise owners?

This isn't, by the way, just theory that I'm spouting. It's been proven effective. Maybe NAR should study the Dominoes Pizza turnaround. As said by Patrick Doyle, Dominos president, “There comes a time, you know, you've got to make a change.” Stock price, Nov. 2008: \$3.03. Today's stock price: \$76.52. *Gee, I dunno.* That seems like a pretty good turnaround.

Here's what Dominos said. “We suck. We know it. We're committed to fixing it.” And they've been at it for five years now, trumpeting that message. *It worked!*

Note – if you haven't seen the Protector Video Series, you can request access to it here: www.HomeOfTheProtector.com. This was the central premise. This industry needs people who have the courage to stand up, to speak and publish the truth. The demand for protectors is greater than ever. Society is begging for a different breed of agent.

But will they do it? *Nope!*

Not NAR. Not the brokers. Not the franchise executives or even the franchise owners. And certainly not *The Guru Party*, nor anyone else, currently lining their pockets from the status quo... is going take this route of positioning on your behalf.

First off, they don't have the courage for it. You have to give it to Patrick Doyle. You have to hand it to him. It takes real cojones to come out and say, “My product sucks. I know it.” To face your harshest critics, the negative stereotype about your product but to pledge “I will do better.” This kind of *truth*, though, scares the bejeezus out of *The Guru Party*. It scares the Establishment-types too. Because everything they teach and sell to agents: cold prospecting, being more persistent, etc... bankrupts the industry of trust and causes it to be more hated. So, if forced to eliminate what they teach, what would they sell you? How would they extract money from you? How would they get rich at your expense? That *is* how this industry works isn't it?

But, besides that... It's never going to happen, for one reason. These people don't see themselves as the source of the problem. Just like Obama, who “isn't responsible” for having doubled the number of people on welfare during his time in office, his policies, they

aren't willing to face the truth. They have lived in this fantasyland for so long, where they think they're helping agents, not hurting them, to admit they're the problem, as they see it, would be ludicrous.

And if you asked NAR about the incompetence problem, they would tell you “Realtor®s are bound by a strict code of ethics,” it's impossible. “There can be no unethical or incompetent agent.” They don't exist. “Fiduciary responsibility precludes it.”

Thus, their war cry, “Call a Realtor® today!” Do you really think they'll ever deviate from that?

This is why I urge you. Do not to give up on your convictions. Nobody is coming to rescue you. No one is working on your behalf. This “perfect storm”—three to 500K new agents in the next 12 to 36 months, representing a massive influx of new incompetence—will be the plight of many agents. But for you, an incredible opportunity is presented. Those who remain steadfast in their convictions to tell and speak and publish the truth...will experience natural differentiation.

In a *Negative Reputation* industry, you don't need to prove you're the best. You only need to prove you're not like them.

That said. Speaking the truth is not easy.

We must be confident, we must vocal, we must be unshakable. Your convictions are not the problem. The lack of truth in this industry is.

Ryan

To subscribe visit: www.FightTheGuruParty.com



“Don’t let anybody tell you that it’s corporations and businesses that create jobs.”

These were the words of Hillary Clinton during a recent speech in Massachusetts. Which were also the words of Barack Obama, back in a speech in 2012, which were also the words of Elizabeth Warren, back in September 2011, when she ran for senator:

“There is nobody in this country who got rich on his own. Nobody! You built a factory out there? Good for you, but I want to be clear: you moved your goods to market on roads the rest of us paid for. You hired workers the rest of us paid to educate. You were safe in your factory because of police forces and fire forces that the rest of us paid for. You didn’t have to worry that marauding bands would come and seize everything at your factory and hire someone to protect against this, because of the work the rest of us did.”

My question: Do you hear the rage and hatred in her voice, by the way, when she describes this? *“The rest us...”* You didn’t build that. We built that.

Mr. Factory Owner. Mr. Business Owner, you didn’t build that. We built it for you. You’re just greedy. You’re just selfish and you’re unfairly successful. And you’re unfairly rich, because it was us, our sweat and taxes and our labor at work, all of us, the little people, that made “that” possible for you.”

And are you sharing it? *No!* Are you giving it back? *No!* Are you paying fair wages? *No!* And folks, their democratic base, they can’t get enough of this drivel. Which is exactly why Hillary said what she said... She panders to them.

Tell people what they want to hear, pander to their whimsical

senses and you get votes. Demonize the business owners and entrepreneurs. Demonize the achievers. Cater to the government dependents. Class warfare. The lowest common denominator.

The sad part, not even Clinton really believes what she said, because she came out, just two days later, and tried to backpedal on her claim that businesses don’t create jobs.

“Let me be absolutely clear about what I’ve been saying for a couple decades: Our economy grows when businesses and entrepreneurs create good-paying jobs here in America where workers and families are empowered to build from the bottom up and the middle out...”

This is the problem, folks, when someone plays politics and tries to pander to their base—willing to tell them anything they want to hear, just to secure a vote—they don’t even know what they believe. They end up standing for nothing. It’s all lies. How can Hillary believe “businesses don’t create jobs” one day, then two days later, say “Our economy grows when businesses and entrepreneurs create good-paying jobs...?” These two statements, literally, are 180-degrees opposite.

How can anyone be so incongruent? It’s easy. She values votes more than her integrity.

This is what makes *The Guru Party* so dangerous too. They pander.

Whatever agents want to hear, whatever the low-information agent will fall for, that’s what they espouse. ■