

Special Edition

**BROKEN INDUSTRY**



# YOU HAVE MORE POWER THAN YOU THINK!

“The message that I hope my son will someday deliver to others. The seven convictions of the great Entrepreneur!”

- RYAN FLETCHER, October 2014

**G**REETINGS ONCE AGAIN, fellow fighters, entrepreneurs, agents who refuse to just be “real estate agents” Welcome to the inaugural issue of *Broken Industry*. Bankrupted of trust. Destroyed of respect. A new path is needed, and I’m glad you recognized it. You have landed in a special place with special people.

Undoubtedly this is the most hated publication in real estate. It is bold and provocative. *The Guru Party* hates me for writing it. And they hate you for reading it. For listening to me, you’ll be called names and attacked. But don’t be discouraged. They call me, and say the same things about me. Of course, words like “sore,” “hate,” and “nasty” merely describe how my continued confidence makes them feel; as you all know, I am consistently optimistic in our ability to win this. That is, in the arena of ideas. They can keep their “Sales Culture” and “Coffee if for CLOSERS!” mantra. I am not a honey badger, running around aggressive and persistent, annoying every other species. The salesman is. He is, also, the preferred breed (and loyal lap-dog) of *The Guru Party*.

With that, let me layout the 7 convictions of the great Entrepreneur. This is the message I hope my son, Jackson, will someday deliver to others. My daughter too, Zoey, but currently, she is a bit too young to understand.

**#1. Be self-reliant.** Self-reliance is the epitome of the Entrepreneur. These are the heroes of our society. The definition of a hero is, “Someone who accomplishes extraordinary feats under extraordinarily difficult circumstances.” This describes the life of the individual who is an Entrepreneur. Day in and day out, he must accomplish extraordinary feats, under extraordinary difficult circumstances just to provide for others. His family. Kids. Spouse. His employees. Community. “The Entrepreneur is perhaps the most misunderstood and underappreciated human being on earth.” – Robert Ringer. They come in all shapes and sizes, and from all

aces, creeds and religions. The defining trait: Their daily eating habits are directly tied to what they produce. Unlike the salaried worker, The Entrepreneur has no safety net. He gets results or he starves. Just a few of the traits include: Self-confidence, courage, self-reliance, resourcefulness, and a desire to make a dent the world, to name a few of the more important ones. And, of course, skilled – mainly, the ability to problem solve. A solution is the value he delivers to the world. The Entrepreneur acts in his own self-interest by producing goods and services that other people want, which he hopes will increase his own wealth and well-being. The Entrepreneurs self-interest *IS* a

## **Broken Industry™: The Publication**

**Editor-in-Chief/Ryan Fletcher**

**Cover Design/Mark Sporacio**

**Publisher/Agent Marketing Syndicate®**

To order **Broken Industry** subscription:  
\$39.00 per year [www.FightTheGuruParty.com](http://www.FightTheGuruParty.com)

Periodical postage paid at Vancouver, WA  
and additional mailing offices

Send correspondence to **Broken Industry**  
1413 NW Sluman Rd. Vancouver, WA. 98665

Customer support information:  
[Support@AgentMarketingSyndicate.com](mailto:Support@AgentMarketingSyndicate.com)

POSTMASTER: Send address changes for  
**Broken Industry** to 1413 NW Sluman Rd.  
Vancouver, WA. 98665

For back issues of **Broken Industry** (\$5.94 per  
issue), please contact support.

benefit to society as a whole, while the self-interest of those who are *parasitic* is a drag on the economy and the productive efforts of others. All the world's problems could be solved by The Entrepreneur, if they would just get the fuck out of his way.

**2. Don't hurt people.** Don't criticize. Don't judge. Don't attack. Just tell the truth. Real entrepreneurs just want to be left the hell alone. Time spent defending themselves against critics, lawyers, and jealous attackers is time wasted that could have been used to create value. Build businesses. Innovate new products. Create new jobs. The Entrepreneur is market-focused. He wins or loses in the arena of ideas. Attackers can't win in this competitive arena, they are ill-equipped. Instead they are driven by jealousy. They're mean spirited. Resentful. They're pissed at the world because they don't have the smarts, skills or abilities to create the life they want. Which, by the way, can all be learned. They just choose not to. So they soil the 'better life' of others, that, secretly, they wished they had, but never will because they refuse to take responsibility, and give credence to making excuses oppose to hard work and mastery of valuable skills.

These people never read books. But know everything. Their struggle for success and frustration leads to a sense of entitlement. "Hey, I worked hard. I deserve it." This mentality of entitlement forces them to see the world as an unfair place. They criticize others because of it. "It's not fair." And rather than elevate their own status, skills and intelligence to better compete in the arena of ideas, they launch petty mean-spirited attacks aimed at those who have what they want. For the record, these attacks against you are not your problem. If your status as a *Someone* makes others feel inferior, that is their problem. Not yours. You didn't do it them. They have done it to themselves. They have had the same opportunities as you. And have ignored them.

**3. Don't take people's stuff.** Don't steal their ideas. The low-information agent is the ultimate thief. They lurk, they hide, they hangout in what they think "are the shadows" of the Internet. In essence, they're stalkers. Rather than compete in the arena of ideas, they seek to steal your ideas. "Read a book," you say, "too hard," they answer. These are the intellectual simpletons. Get-rich-quick-schemes, they fall for them all. They live in

Fictonville, in Fantasyland, not in Realville where you and I live here on Earth. They're looking for secrets and shortcuts. They are the sport fish of *The Guru Party*, anything "shiny" and they bite. Why? Because they tend to be desperate. They live in despair and in constant survival mode. That next commission check, they need it now, and that need, blinds them to common sense. And because they stand for nothing, they fall for everything.

They have no original ideas. No original thoughts. What drives us, morals and convictions, is not what drives them. They're just trying to survive, and thus, their decisions are driven by survival. Not ingenuity or intelligence. Or how they can make the world a better place. Worse, the person driven by survival can rationalize to himself even the most unethical acts and behaviors. "I'm desperate. I need this. Just this one time," he thinks to himself. The solution – read a fucking book. Master new skills. Study great communicators. Learn the art of storytelling Publish. Create authority for yourself. Implement. Now you're able to create value, and fend for yourself, oppose to just being an idea-mooch who suckles the teat, like a parasite, of the greater men and women. Ultimately, develop a 'business-religion' and 'process-of-innovation' that you can lean on to guide your most important decisions.

When you stand for something. You don't need to steal or hurt people. And you can't be taken by mystics and the promises they make.

**4. Take responsibility.** Nobody's coming to save you. No one is entitled to money. Or a job. Or happiness. Or good kids or a beautiful spouse. No one is entitled to anything. If you want something it's up to you and you alone to obtain it, so figure it out. If you're short, get a stool. If you're dumb, read a book. If you can't read, listen to a podcast. If you can't find iTunes, ask someone. Find a mentor. Barter. Whatever skill of value you might have, offer it to someone else as trade that can point you to iTunes or, who can teach you to read. If you can't find a mentor or iTunes, jump on Google. Search YouTube. We live in the Information-Age. There are no solutions that can't be found. Someone knows. Someone has already solved your problem. Find that person or resource and learn from it. No one wants to pay for you, or carry your dead weight. Don't just ask



### ***Broken Industry™: The Publication***

©2014 is published monthly by Agent Marketing Syndicate® 1413 NW Sluman Rd. Vancouver, WA 98665. All rights reserved. Photocopying, reproduction, or quotation strictly prohibited without written permission from the publisher. Unsolicited material cannot be acknowledged or returned.

### ***"The Boldest Anti-Guru Publication on Earth!"***

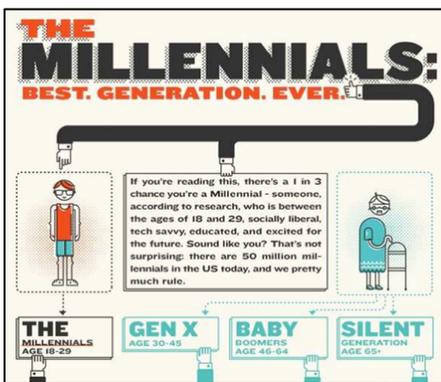
By *The Guru Party* I am hated for writing this publication. They despise it. But by its readers, I am loved. Why? Because I just say what so many have been thinking for years. *The truth!*

# NEWS DIGEST

## COSTS MILLIONS: COMMON SENSE

Costing millions, a federal study was conducted to determine why 75% of lesbian women are obese and gay men are not. The findings. It's been determined that gay and bisexual men had a "greater desire for toned muscles" than straight men, while lesbians have lower "athletic self-esteem" that may lead to higher rates of obesity, and that lesbians are more likely to see themselves at a healthy weight even though they are not. Folks, this is your tax dollars at their finest. The national debt is nearly \$20 trillion. And this is the best use of our money. Grant money given to academic theorists to meddle in "science" in search of common sense. In other words, gay men have higher standards for their partners. And lesbian women aren't athletic. Does that seem very scientific? Millions in taxpayer money, and that's what we get? Here's some more common sense. The 'Do Not Call List' was created because society hates unsolicited phone calls from salesmen. No "scientific research" needed. Just common sense. And just because someone's name isn't on the list, doesn't mean they want to be hassled by real estate agents. Insurance agents. Or any other kind of solicitor. My question: Where can I collect my grant (for millions) to report my "scientific" research on why 'respect for real estate agents' is at an all time low? I think I can sum it up in three words. *The Guru Party*.

**COMMON SENSE  
IS LIKE DEODORANT.  
THE PEOPLE WHO  
NEED IT MOST  
NEVER USE IT.**



## STAND FOR SOMETHING

The answer is they can't. Why is that so hard to understand? The question was asked, in an article written by Ron Fournier, in *The Atlantic*: "How Can Millennials Change Washington If They Hate It?" It then listed several things "you probably don't know about the 95 million Americans" classified as Millennials. One, they don't see politics or government as a way to improve their communities, their country, or the world. Two, So the best and brightest are rejecting public service as a career path. Just as Baby Boomers are retiring from government and politics, Washington faces a rising-generation "brain drain." And finally, wait for it, wait for it, "The only way Millennials might engage Washington is if they first radically change it." Because I'm sure that's going to happen. Headline: "Millennial's Boycott Scares Washington to Change Its Power-Grab Ways." Maybe they will organize a rally, and let their "numbers" speak for themselves, like the Occupy Wall Street crowd. No vocal leader. Don't stand for anything. Don't bother getting involved, though. Stay silent. Keep being disinterested. Don't speak up. Just play on Twitter. And on Facebook, keep acting like your life is amazing. The disengaged and uninterested are always the one's who change the world and make an impact. Hey, who knows? Maybe another Obama will come along and promise "Hope and Change!" A messianic figure and "campaign" his way into our hearts. God knows, tomorrow, from *The Guru Party*, there will be several such webinars promising just that. "Hope and change! I am your savior."

## NAR "CARES" ABOUT YOU!!!

With the merger of Trulia and Zillow, NAR is rushing to your rescue. Reportedly they want antitrust regulators to block Zillow's planned acquisition of Trulia, on the

grounds that the merger "could pave the way for the combined company to raise the rates it charges [agents] for ads and leads across a network of sites that includes

Yahoo Homes, AOL Real Estate, HGTV's FrontDoor, HotPads and MSN Real Estate." Folks, when did NAR start caring about agents being charged too much? It seems a bit hypocritical, considering in October, it will launch their .realtor domain at a cost of \$39.95 per year, almost 4X the cost of a standard .com domain. A better explanation for their request, fear. They're scared. You know it. I know it. NAR is a big dumb government. Lobbyists. Politicians. Not entrepreneurs, and competing in the free market, with ideas and ingenuity, would be "so un-Washington like." NRT meanwhile, the nation's largest real estate brokerage, "is planning to launch two listing portals to outflank the likes of Zillow, Trulia and Realtor.com." This is, friends, how free enterprise is suppose to work. It's lovely that NAR is so concerned about agents, but then, if that's true, why do they use your listings to generate leads, only to try to sell them

back to you? The truth, NAR is no different than the liberal leftists. Big Government. Their compassion "for you" stems from their desire to squeeze money out of your like a turnip. And if Trulia or Zillow got more of it, they might get less.



## DISCOVERY IN DISPUTE!

Economists discover the cause of unethical agents. Reported in Bloomberg Businessweek, they're call it the "Principal-Agent Problem." And it explains "the diverging, often conflicting interests of the principal (the customer) and the agent representing him. According to their theory, "Since agents bear much of the costs of selling a house, in the time they spend hosting open houses and touring with clients and the money they spend advertising property, they're rewarded for pressuring clients into selling quickly and accepting suboptimal offers, or, in the case of a buyer's agent, for allowing the client to pay too much." Stop! Call NASA! This is brand new information! There's only one problem with this. NAR. According to their Code of



Ethics, and the strict(!) fiduciary responsibility of the Realtor® to the client, the concept of an unethical agent, could not be plausible. Another "clear lie" from the study. "In 2008, Stanford University economics professors B. Douglas Bernheim and Jonathan Meer published the results of their study of nearly 30 years of house and condo sales on the university campus. They found that an owner's use of a broker to sell their property reduced the eventual selling price by 5.9 percent to 7.7 percent, compared with homes sold by the owner directly." LIARS! We've heard the commercials. The value of THE Realtor® is well known. This is preposterous.

## ILLINOIS "CRACKS DOWN," Kinda!

What do you expect it's Illinois? The proud state of 'Lord' Obama. The Illinois Association of Realtor®s will soon be the second state association to publish violations of the Realtor® Code of Ethics in a members-only section of its website, but offenders will remain unnamed. *Un-named?* The 160,000-member trade group said it hoped to educate members and "shine a light on the people that misbehave in our industry." Then continued, we believe "a program of education and awareness will be ultimately more effective than a public shaming." *Hmm, Anonymous?* "Unethical behavior, but no "public" stain on one's reputation?" Perhaps sexual-offenders should remain anonymous too. What about murders or drug-dealers who sell drugs to kids? Perhaps they should remain anonymous too. This is America, *dammit!* We don't hurt feelings! Nobody deserves to be "shamed." No matter what they do or who they hurt. Folks, we really need to be easier on *The Unethicals*.



Setting the record straight...

# 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. They'll be rejected. That's Ok. By the majority of low-information agents too, they'll be rejected. Again, that's OK... because in time, after enough pain is experienced and suffered, enough struggle is endured, enough frustration is dealt with – they will come around. They will 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.***

---

**TRUTH #1: In business, there is a distinct singular form of influence—being perceived as a *Someone*; The Authority—those who possess it, have power.**

Here is the definition of Authority. Then you tell me if Authority runs rampant in the real estate industry: Defined as: 1. The power or right to give orders, make decisions, and enforce obedience. 2. A person or organization having power or control in a particular sphere.

I ask, as a telemarketer and as someone who prospects, begs for business, chases leads, forces property searchers to text something to obtain property information just to capture a phone number, etc.—doing as *The Guru Party* teaches—how much power and control do agents have? Have much obedience can you enforce? Do prospects comply with your demands?

It's safe to say. If someone saw you as the Authority, they wouldn't waste your time. They wouldn't reject you. They wouldn't blow you off. Instead of you chasing them for an appointment, they would chase you. And the need for a listing presentation, to sell yourself, to convince people of your worth, would be obsolete. Unlike an Amway salesman, there would be no need to do that. Instead, as the Authority, you would have a waiting list of people eager to get a moment of your time.

In the financial world, Warren Buffett is the hands-down Authority. When he speaks, people listen. Investors blindly follow his advice. They do it, because his opinions are judged as fact. And because of this, the value of his advice is amplified. And, when he stops speaking, his next soundbite is eagerly awaited. The news media and the rest of the financial world all clamor with bated-breathe for his predictions and direction. On two knees, you can practically hear their pleas, "*Please Mr. Buffett. What will happen next? Please tell us. Don't hold out on us...*"

*Please tell us. Please...*"

It's strange phenomena, sure. But society has been conditioned to behave in this way, when in the presence of someone deemed to be the Authority. Just watch a few episodes of *Celebrity Apprentice*. When Trump says "quiet," the boardroom goes silent. Bickering celebrities become church mice. He is listened to. Obeyed. He is treated with respect. When the celebrities speak to Trump, it's "*Mr. Trump. Sir, if I could...*" as if they need permission to state their case.

Next time you're at the doctor's office, pay attention to how patients treat doctors. "Sit here. Fill this out. The doctor will call you back when he's ready." *They comply.* They take a subservient role. They assume the doctor knows best. And when prescribed a medication, folks, people are quick to pop pills without question. When was the last time you researched your prescription? *Probably never.* Most don't. Shocking isn't it?

Especially since, reported in *Forbes*, according to a study from the prestigious *Journal of Patient Safety*, "four times as many people die from preventable medical errors than we thought. As many as 440,000 a year."

"Preventable medical errors now claim the spot as the third leading cause of death in the United States, dwarfing auto accidents, diabetes and everything else besides Cancer and heart disease." So why don't people question the decisions of their doctor? Because of Authority. How it works. They have been conditioned not to. Authority, is the ultimate form of power.

When I was a pre-med student, every Mother I met was eager to introduce me to their daughter. "Ryan, this my daughter... Honey. Ryan is a pre-med student. He's going to be a doctor." *Fast-forward four years*, after 47 rejections from medical school, and, by default, having gotten into real estate. These same Mothers, any chance you think they were still eager to

introduce me to their daughters?

Somehow “*Honey. Ryan is a real estate agent,*” didn’t have the same ring to it. Right down to my DNA I was the same guy. But swap the label, “pre-med student” for “real estate agent,” and you see firsthand just how little respect society has for real estate agents.

I found this frustrating at first, because I didn’t understand it. Not that I wasn’t being introduced to their daughters. I’m not talking about that. I have a beautiful and amazing wife, whom I’ve been with since high school. But the fact, why was I being treated like dirt? – what happened? What changed? The more I studied authority, though, what it was. How it worked. The more that negative treatment made perfect sense.

The truth I discovered: Everything taught by *The Guru Party* is an Authority-killer. Don’t believe me. *Fine.* As a litmus test, just ask: What Would Donald Trump Do? Put yourself in his shoes, his brain is now your brain. You think like he does. How he sees the world, is how you see the world. For the first time, by doing this, perhaps, you understand what it really means to have power. Now make a list of your current activities, likely, the activities that have been taught to you by *The Guru Party*. The coaches, the trainers, the gurus, maybe even your broker. Have that list? One by one, ask the question: “Would Donald Trump Do This?”

Would he prospect? Would he cold-call? Would he ever knock on doors? Would he beg family and friends for business? Would he network and give elevator speeches and handout business cards like a human-spammer? Would he chase leads and prospects? Would he ever try to convince them of his worth or use a listing presentation, the tool of a salesman?

Would he beg for referrals? Would he withhold property information just so folks had to contact him, or force people to text something on a flyer just to capture a phone number? Would he allow himself to be rejected, or be treated like dirt or play small-ball as most agents do?

Just ask the question, “Is this how Donald Trump or Warren Buffett or whatever Authority you can think of, would ever behave or allow themselves be positioned?” As a person of low status?

I know. *I get it.* It’s an ugly truth. And if you’ve paid good money for that kind of advice, you have every right to be furious. You’ve been misled. You’ve been lied to. *The Guru Party* has deceived you. But this exercise is meant to liberate you. Not anger you. By understanding what kills Authority, you can work to move forward. You can put in the past, clearly, those things that have been the source of your frustration. Change is on the horizon, and more agents are waking up to this. How do I know? Because I am receiving their emails and questions from the podcast, and I am hearing their stories. They are upset. They are frustrated. And they’re not taking it any more.

“Coffee is for CLOSERS!” That’s the ideology of *The Guru Party*. “Always Be Closing.” And they preach this ideology as a virtue of success. But let me interject. If someone prides himself on being a strong closer, that should be a big red flag to you. As an Authority, he has failed. ABC is not a virtue of success. It is the attitude of the lowly salesperson. The pest. The beggar. The only reason anyone would ever need to close *strong* is because, bluntly, they *opened* weak.

I don’t expose this truth as any kind of personal vendetta

against *The Guru Party*. These people, honestly, consume very little space in my mind... “C’mon, Ryan, you just want to pick a fight.” No, folks, I don’t. Really! I don’t. These people are narcissists, they wished they consumed more space in my mind. But they don’t. I do this. Because it’s my responsibility to you. *You are the ones*—readers of this publication, listeners of my podcast—trying to be trusted and respected in an industry that has been bankrupted, precisely, of those two things.

*You are the entrepreneurs* that have a desire to make an impact in this world, with the want to be something more than just a “real estate agent.” *You are the parents* who have the ambition to be something great, to be that example, to prove to your kids that anything is possible. That if you choose, labels cannot define you.

If your kids, though, see Mom/Dad as just a glorified telemarketer, because of how you act and behave, what will they think? At school, when asked, “What do your parents do?” How will they answer? Will they be proud to tell their friends what their parents do? Their teachers? Their friend’s parents? Acting and behaving as *The Guru Party* teaches, there’s no pride in that. I hate how they steer you. How they steer other agents, good people, toward low-status.

To operate from the position of power, as the Authority, you must choose to live by a very simple code. I believe in this statement so deeply, I even went to the trouble and expense to trademark it. *Never Talk To Anyone, Until They Know You Are a Someone®.*

What is the power in doing this? Given the privilege to meet Donald Trump or Warren Buffett—the foremost Authorities in their respective fields—we would be on our best behavior. I would. You would. Everyone would.

We would be courteous. On-time. And value their wisdom. Not to mention, place a *higher* value on their advice.

By society, these men are perceived as a *Someone*. And because of this, how reputation works and because of how society has been conditioned, this leads to a condition response.

It gives them respect. Power. And the ability to voice demands. Three things, under the doctrine of *The Guru Party*, agents will never enjoy. This is an undeniable truth. The ones who change that, are the ones who accept it.

**TRUTH #2: *The Guru Party*, made of the trainers, brokers & endless supply of coaches—and what they teach—are the architects responsible for bankrupting the real estate industry of trust.**

This is a truth you know all too well. Anybody with a brain, ladies and gentlemen, any sane person has to admit that an industry, from top to bottom, that has been installed with a ‘Sales Culture’—a destructive and singular focus on the # of transaction sides, team size, and total gross commissions—is not an industry that will ever be respected.

You could look at the facts. You could look at the Harris Poll®. You could look at the Gallup Poll®. You could look at any number of consumer polls, like Readers Digest®, that rank the ‘honesty and ethics’ of different professions. But you don’t need to. You have your own experiences and observations to validate this fact. But if you did, you’d discover the obvious. Real estate agents rank only slightly higher than telemarketers...

Politicians. And car salesmen. Three of the least liked. Least respected. And least trusted professions on earth.

What does this mean? It means, folks, you get pigeonholed. Type casted. Labeled. This is a very bad thing.

Regardless of political parties, is there any politician that you trust? I already know your answer. How about car shopping, is that something you enjoy? According to Edmunds.com, Americans hate [the car buying experience so much] they'd give up sex, Facebook and Smartphones to avoid it. What could cause such a reaction? *The car salesman!* The car industry, and those who represent it—because of what they've been *taught*, and *conditioned* to behave—have the same destructive 'Sales Culture' as the real estate industry, which puts commissions—sales—above customers. Could you imagine if Apple had the same culture as real estate? Steve Jobs would rollover in his grave.

On a webinar the other day, I heard a well-known coach in the real estate industry tell agents. And no, I'm not kidding. This is not a joke. I quote, "When prospecting, if you can get past the 4<sup>th</sup> "no," you have a 60% chance of setting the appointment." I wonder, in what other industry besides real estate, could this kind of advice be considered expert and authoritative?

Only in a 'Sales Culture' does "no" not really mean "no." To *The Guru Party*, you don't take no for an answer. Only pussycats take "no" for answer. Instead, you keep pushing. You keep forcing. You're instructed to commit, what I have termed, "social rape." Not taking "no" for an answer, when someone tells you no. And for this behavior, in a 'Sales Culture,' you're seen as a hero—someone to be showcased and celebrated. Is it any wonder why society hates real estate agents? And rejects them? It's because, ladies and gentleman, they're seen as no different than car salesmen. And politicians. The real estate industry shares their same *culture*. And just like it has, in those industries, it has bankrupted the public of their ability to trust real estate agents. Who caused this?

You know who caused this. *The Guru Party* has caused this. For what they teach, they are to blame. The disrespect you experience is the result of their sins. But you are the ones paying the price. Serving on the front lines, it's you—the agent—who suffers the negative stereotype.

To be honest, folks, I remain surprised that more agents have not yet joined the fight against the people who have caused them so much frustration.

How could it be, I mean, that more agents do not see, what we see so clearly? They are the problem. Our ingenuity is the solution.

### **TRUTH #3: Rejection is a social cue.**

It amazes me how many low-information agents don't realize this. They claim to be brilliant builders of relationships and yet, they can't pick up on even the simplest social cue. *Rejection*.

Common sense, right? To us, it is. But that is, precisely, the reason *The Guru Party* caters to the low-information agent. They lack common sense. No different than the Obama-voters, they get sucked into the promises and hype. And blindly, like the dyed in the wool liberals, follow like sheep. These are not my

opinions, by the way. I'm just reporting what everyone else, including me, can see.

Only in a *Sales Culture*, where it is seen as noble and heroic to "Embrace the rejection! To not take it personal! Where every 'no' is close to a yes!" could it be considered a virtue to ignore the most basic social cue. *Rejection*.

And yet, that is the preeminent sermon preached by *The Guru Party*, and gobbled up by the majority of agents. *Gee!* Any wonder why so many agents fail?

### **TRUTH #4: Negative Reputation causes more agents to fail than anything else.**

My favorite quote about the importance of reputation comes from Warren Buffett. "If you cost me money, I will forgive you. If you cost me my reputation, I will be ruthless." He did not say mad. Angry. Or unforgiving. He said, "Ruthless." Which is why it surprises me, that more agents. Don't get me wrong. In recent weeks, a lot of agents have joined the fight. And more are joining every day. But where are the others? Why do their eyes remain closed? Do they not understand the importance of reputation, as Warren Buffett does? Why are they not hell-bent on fighting back, "ruthlessly," against *The Guru Party*, the very people who have destroyed their reputation?

And, if you understand anything about reputation, and how it works, you know that a Negative Reputation is a death sentence. To prove my point. Here's an analogy. When you read about someone being a child-molester, what's your first reaction? What's your gut reaction? Do you view that person positively or negatively? Maybe he was wrongly accused, right? I suppose, it's possible. Maybe the courts got it wrong. Is that what went through your head? Did you give the "child-molester" the benefit of the doubt? Or did you judge him by the label?

The truth is, it doesn't matter what went through your head, for most people, we know how they react to someone with a Negative Reputation. *Negatively!* And, by those you know you could help, that agents reach out to with their real estate services, now you know why you are being rejected. As a "real estate agent," you are defined and judged by your label.

This leads to, unfortunately, by the majority of prospects that you reach out to, a conditioned negative response: You are hated before you arrive. Distrusted before you speak a word. This is why most agents fail.

*Hey*—don't shoot the messenger. "Shoot" *The Guru Party*. Be ruthless towards them. Not me. "Stand up and fight back." that is my message to the low-information agent. Get a voice. Use it. Stop being the pawn in their game of chess.

As a "real estate agent," *The Guru Party*, they are the ones who have soiled your professional reputation. Again, not me. They are the ones who have caused you to be hated. *Not me*. The solution is to de-link and disconnect. I realize I am preaching to choir here, folks, but I won't stop until every agent is reached with this message.

"Be your own savior." From *The Guru Party*, "Stop taking their orders." ■

**STAY TUNED: 31 MORE TRUTHS COMING...**

# THE GREATEST

## REAL ESTATE SALES LETTER EVER WRITTEN AND **THE BIBLE** OF THE **LOW-INFORMATION AGENT.**

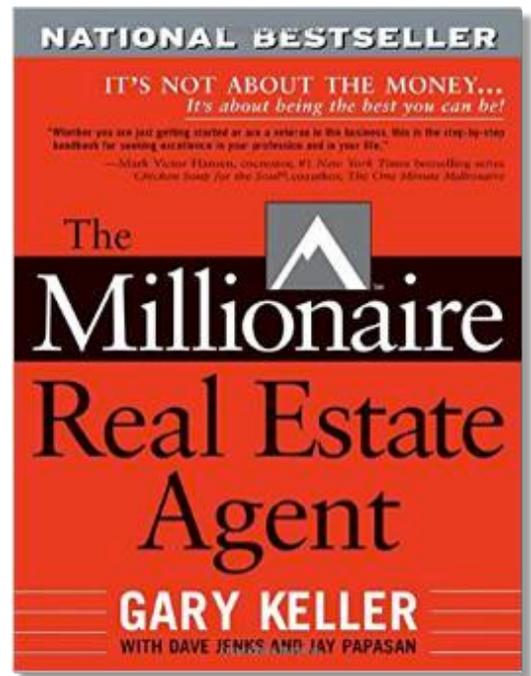
It's simple. You'll be rich. 8X8. 33-Touch. The only book you'll ever need."

Folks, you got to hand it to him. Gary Keller. It was a brilliant move. Have you ever noticed KW agents act a bit different than the rest of the agent population? Like, they all think alike? All sound alike? All recruit other agents alike?

That's because they've been sold on somebody else's vision. *Not their own.* These are not individual, freethinking agents. These are puppets of a grandmaster. Like the grassroots supporters of Obama, organized by a great organizer, they are minions to serve a purpose. Famed community organizer, Saul Alinsky, and mentor to Obama said it best, "Power is derived from 2 main sources – money and people. 'Have-Nots' must build power from flesh and blood." Said differently, if you want to take a small Austin-based real estate franchise and build it into one of the largest in North America, in record time, you need a process for converting minions into recruiters, and recruiters into evangelists. As a recruiting tool, ReMax runs TV commercials all the time to increase brand awareness. When was the last time you saw a KW commercial on TV?

*You never have.* Why spend money to buy media, when you can manipulate the mind and actions of the easily manipulated? Don't doubt me, folks. You know it's possible. Every day you see it done by the news media... Further, you observe it in others. Think about Obama. Why are you able to see through his rhetoric, when his devout followers and loyal evangelists cannot? They're blinded. They think he is a God. A messiah. A savior who can do no wrong!

Rush Limbaugh refers to these people as "the low-information voters." Easily manipulated. Easily influenced. They don't deal in the currency of common sense or rational-thought. They deal in the currency of hope and promises. "Hope and change!" Wasn't that the slogan? "Yes we can!" And those eager for a government handout bought into it hook, line, and sinker. *Minions.* Don't believe me? Fine! But ask yourself, what is the #1 complaint of other agents, about KW agents? "Constant and never-ending recruiting." How many times have you heard



about the magic and beauty of KW's profit sharing model? Can you say MLM?

I know, save the explanation. It's different. But really, is it? If it's so different, then why do so many KW agents so much resemble top recruiters from other top MLM companies? And how do KW agents recruit, yep! You got it. They give out books. *The Millionaire Real Estate Agent* by Gary Keller. Ladies and gentleman, that's what this book is. It's a recruiting tool. It's a sales letter.

Let me ask you, did you buy your copy of this book? Nope. *Neither did I.* Why? Because you didn't need to. Nobody does. I predict it's the only book on earth that has sold over 1-million copies, where the majority of those copies were purchased (and continued to be purchased) by the author or organization, or by representatives of the organization, that the author/book represents. This is where KW ad dollars go! Invested into the greatest real estate sales letter ever written.

Don't have a copy? Just ask a KW agent, they will give you one for free. "Oh goodie!" he will say to himself. "A new recruit. More profit-sharing!" By the way, I have nothing against Keller, or KW for that matter, for how they're grown that company. Good for him. Good for them.

My beef with the book has to do with its content. This is from page 149. I quote, "Our research and experience have taught us that for every fifty people you market yourself to twelve times a year, you can reasonably expect to generate one sale. At a 50:1 ratio, you'll have to have 2,500 people in your database to consistently hit an annual goal of fifty closed sales."

*Really?* 2500 people, marketed to 12X per year to hit 50 sales... I guess of you're sending out "fridge magnets, recipe cards, community calendars, etc..." as a means to build relationship, then that's about right. The notion that "touches" equate to strong relationship, folks, hear me loud, "Is bullshit!" I have members doing that transaction volume with just 146 people in their database.

So, either Keller's research is wrong. Or his methods are far inferior. ■

*Continued from page 3...*

questions either. Gives solutions. Then ask for feedback on the 10 solutions you've given great thought to. And whatever your situation, accept responsibility. It's your fault. Embrace that attitude. This gives you permission and control to change it. Victims, by nature, relinquish their right to power. Most of society behaves as victims. Meaning, things, are constantly happen to them. They are not making things happen. The secret: Stop making excuses. If the low-information agent could craft a message and write a story for influence, he wouldn't be in that situation. It's his unwillingness to change that, though, is what keeps him there.

**5. Work for it.** Financial liberation is like lifting weights. To grow strong, you must work at it, but technique also matters. Everything about being an entrepreneur is fucking hard. Get over it. Accept it. Or go get a job as someone else's employee. You're going to fail. Nothing is going to be easy. You're going to work long hours. On a daily basis, you'll be confronted by situations that make you feel impotent. Just accept it. You're going to be overwhelmed and stressed. And at first, miserable. Yes! You will question yourself. You will doubt yourself. We all do. "Why am I doing this again?" But then you'll remind yourself, "I'm doing this because I want to build a life and a way of doing business that most will only ever dream about."

This will require mastery of new skills. You know that. Delegation of low-dollar work to focus on high-dollar activities is something you'll work at. At first, it all seems overwhelming. But you adapt. Your overwhelm-muscle grows.

It's simple: You become more adept to deal with overwhelm, by making more commitments, setting more deadlines, and keeping your responsibility to those commitments. This is called forced growth. I've written about it many times. People don't grow by choice. They grow because they are forced. Usually, by the choices they make. And typically, tied to a deadline. What's hard and difficult at first, a year later, becomes routine. It's just how it works.

While others play, you read. Why others watch *The Bachelor* or *Bachelorette*, you watch documentaries. Why others listen to music, you listen to podcasts and talk radio and study great communicators. Masters of business are masters, period, because they work harder than everyone else to stay at the top of their game. *Mostly, mentally...*

**6. Mind your own business.** Why should any other business owner or entrepreneur or agent for that fact, care about how I market or advertise or grow my business? They shouldn't. How does a great idea that I have cause them to feel inferior? It shouldn't. It shouldn't cause them anger either. Or to be jealous. If it's legal and ethical, they should mind their own damn business. And if it causes them to feel inferior, because my idea is better than theirs, they should work harder to come up with a better idea. This is how the marketplace works. This is how capitalism works. He who has/can generate the best ideas, most often, wins! You know that. I know that. This how the true entrepreneur operates.

He is fiercely competitive. Not petty. Steve Jobs and Bill Gates didn't attack each other. They didn't fight like infants.

What did they do? With their ideas, they battled it out in the marketplace. They tried to "one up" each other. The marketplace decides. Not you. Not me. And not the petty critic who can't understand this.

When someone has their 'mind in your business,' it means they want to "take" what you have. Or, even sadder, if they, or everyone can't have it, they don't want you to have it either. This is why the government is in everybody's business. It's why they increase taxes and impose regulations. It's why they control the definition of marriage. Etc. Ultimately so they can "take" from those who have earned, to give it to those who have not.

Life isn't fair, winners win and losers lose. When will they get that? You can't create fairness. You can't legislate fairness. They can try. But it will always fail. Success is behavioral. Based on what you do. How you think. And what you implement.

Those benefitting from the Welfare-State, spending hundreds of millions each year of taxpayer dollars on EBT cards, etc., are benefitting from these gov't handout programs for a reason. Inferior behaviors to successful achievers. So please, mind your own damn business. The government. The low-information agent. *The Guru Party*. Focus on what you do. I'll focus on what I do. And if your idea or business turns out to be as equally strong or even more successful than mine, great. The marketplace wins. Society wins. If not, then here's the solution. Work harder to come up with a better idea. But don't put your nose in my business or tattle on me to Momma about, "*It's not fair...*" And please, don't steal my ideas and peddle them as your own. We have a word for people like you: *thieves...*

**7. Don't play it safe.** Don't try to fit in. That's what they want you to do. It gives them power and control over you. Reject the dogma. In a YouTube video the other day, I heard a KW Certified Maps Coach tell agents, because of their resistance to prospect, they have "an ailment," and some cases "a disease." He said, "You can't think accurately. You're not even in reality. Because you suffer from this 'disease,'" He then mocked the agent, used sarcasm, and attempted to discredit his thinking by referring to him as "weak" and "whiny," as he condescendingly rolled his eyes to say, "You're the problem."

This is how sad it is, folks, to lift himself up, to sell his coaching services, he had to create a fake mental disorder just to explain how defective you are. I won't mention this trainer's name. It's not important. But is he a psychologist? I doubt it. That's what it has come to, though, coaches attempting to bully agents into an image of themselves. *A fake mental disorder.*



RDD: *Reality Deficit Disorder* just to explain how you are damaged goods. Broken. Why do this? Because. The first step in conditioning someone is to break that person down. To discredit his beliefs, you mock him. You convince him that he is someone who needs to be fixed. You can't hear it in this article, but you can in the video. Just look at his face. These people are beyond condescending. The only way they can feel powerful, is if they can convince you, that you need them.

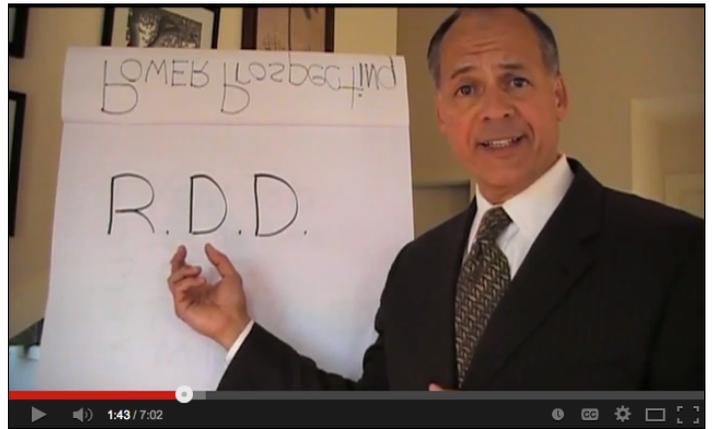
They use sarcasm, a lot, to demean you. It goes back to this central premise. They need you to know that you are the problem. Not them. They need you to admit that your failure is being caused by you. It's your fault. After all, "You fail," didn't you know, "because of your resistance to prospect." It's not because prospecting is an inferior approach or the fastest way to destroy trust. No. It's you. You are the problem. You are broken. You are damaged. You are the one who needs fixed. It's ugly, I know. But this is how *The Guru Party* operates.

They work to condition agents to believe, that they need to be more like them. They have God-complex. They want to create mini-me(s). I'm telling you, this is who these people are. It's why I say, "Don't play it safe. Don't try to fit in. Reject the dogma." Steve Jobs, though, said it best, "Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

So, to the guy who said you have a disease, RDD, because of your resistance to prospect. To cold-call. To annoy people. Because that act... doesn't resonate with the core of your character. And for trying to discredit your beliefs and convictions. *Fuck him*. Who is he to pass judgment on you, or any agent? Listen to your own inner voice. Follow your intuition. Those were the words of Steve Jobs. Here's another Jobs quote, "The one who are crazy enough to think they can change the world, are the ones who do." And here's another, "Innovation distinguishes the leader from the follower." And finally my favorite, "My job is not to be easy on people. My job is to make them better."

By the way, I counted. I used the f-word three times in this article. Each time, I pondered, "Do I need this word?" The answer was 'Yes'. Three times in a row. So don't worry, I'm not some potty mouth. Just a writer with deliberate word choice. Here's one word, though, you will never catch me use. The word, "Can't." That's a far dirtier word. It's banned in my house. It's not allowed. Fuck is a "daddy word." My kids know that, and they know not to use it. But "Can't," is a word of satanic origins. I can picture Lucifer saying to Adam, "Bet you 'can't' pick that apple." To which Adam replied, "I bet I can." I'm almost certain this is how it went. He was tricked by a pathetic word. Besides. People who use that word render themselves powerless. It goes without saying. Kids who "can't" do things, become adults who "can't" do things. And if you can't "do," then you "can't" have.

Some people say their prayers every night before bed, but



I'm not a religious person. So I don't. Whether you are or aren't a religious person, I would never judge you. So please, if you are, don't judge me. My kids and I do something different. It's a series of questions that I ask, and they answer. At the 2-minute, 8-second mark in this video: [www.DefeatMegaAgents.com](http://www.DefeatMegaAgents.com) you can hear that exchange. In terms of success, I admit, I am an extremist. You can watch this video: [www.youtube.com/watch?v=t42FexB5g7E](http://www.youtube.com/watch?v=t42FexB5g7E) to get a better understanding about my obsession. It's the same obsession that Ronald Reagan possessed.

I don't make the most money. I freely admit that. Money isn't what drives me. Don't get me wrong. I like money just as much as the next guy, but beyond a certain point, it doesn't make me any happier. I drive a Toyota Yaris for god sakes. Materialistic items, just don't persuade me. My focus has always been on impact.

**When I die, will I have mattered?** Of course, I don't expect *The Guru Party* to ever understand that statement. Society hates telemarketers. You hate prospecting. And yet, precisely, that is what they preach. What could they ever understand about a higher purpose in life? They can't even understand the most basic social cue. *Rejection*.

Readers of this publication, though, we're different. We are far greater than that. You are the solution. Not the problem.

As I will say one day to my son, Jackson, and my daughter, Zoey, "You have more power than you think. Don't squander it. Don't waste even a second of your life, living a life of someone else's design. By their thinking. By their standards. Or by their dogma. You are better than that Jackson. You are better than that Zoey. You will be great. Both of you. In your own way. And, in time, everyone will *see*—what I have always known."

I believe the same about each of you. I have your back. And I am grateful that you have mine.

Ryan

To subscribe visit: [www.FightTheGuruParty.com](http://www.FightTheGuruParty.com)

**NOW AVAILABLE: RYAN'S NEW BOOK – DEFEAT MEGA AGENTS!**

[www.DefeatMegaAgents.com](http://www.DefeatMegaAgents.com)



# THE HYPOCRISY:

IF THE 1% RICH ARE SO EVIL...

***Why does he keep going to their parties & asking them for money?***

Politicians, Elitists, *The Gurn Party*, they're all the same. If "prospecting is your job" as the TGP preaches, and if prospecting is the holy-grail to success in real estate, the ultimate path to get more clients, to greater income, to more financial security, to more prosperity, to greater happiness... then why is it that the gurus that make these promises, the 7-figure income, the massive team, the hundreds of transactions per year business, etc... never cold-call you to sell you on their coaching programs and systems?

When was the last time any of them picked up a phone and called you, just out of the blue, behaved as a telemarketer and used a script to overcome your objections? When was the last time they were rejected by you? Or didn't take no for an answer? Oh, wait! *Never!* They don't do any of that. Instead, they invite

you to a webinar. That's where they sell you. There's no rejection there. No one hangs up on them. No one is being rude. No one is cursing at them. Instead, they mute you – you're in "listen only" mode.

*So, I think it's a perfectly legitimate question?*

I'm telling you, folks, the hypocrisy with these people is just incredible. In their mind, prospecting is all you're capable of. Phone. Finger. Dial. Oh, and here's your script. You could never learn the art of copywriting or storytelling. You could never learn to write an effective presentation. You could never learn how to do a webinar or script a video. Or write a book. *Cold-calling*. For you, they've decided. That's all you're capable of. That's your purpose in life.

May I tell you? I boldly disagree! ■