



# THE *Fearless* AGENT

**A Manual for Real Estate Success  
Book 1**

**IVANIA ALVARADO**

*Everything You Need to Know to Start (or Improve) Your Real Estate Business  
Plus 90-Day Undated Action Planner*

Business basics, mindset training, and simple guidance  
to achieve your desired real estate success.

Use this book to prepare the ground for sowing and reaping  
the fruits of success that will last forever.

The material in this book is not intended to represent legal advice. Legal advice from another expert is required. Seek the services of a competent professional as needed.

# Thanks

God: Who has given me the opportunity to express myself.

My parents: Who taught me love and unconditional kindness.

My children and nephews: They are my everyday inspiration.

My brother and sister: Their unconditional support showed me the way of truth.

*A special thanks go to everyone I interviewed. Thank you for your collaboration and trust and for sharing your advice for success in the real estate business.*

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## Introduction

This manual shares the steps you can take as a new (or recommitted) real estate agent, so you can experience resounding success in your national and international profession. It's an excellent guide for new agents who are just starting out, as well as agents with experience who want a 180-degree change in their life and business. New agents will gain vast experience and knowledge, while brokers can use this guide to assist their agents in breaking through current income ceilings.

The qualities I suggest agents adopt and the teachings I describe will show readers a proven path to success. In this manual, I recommend theories and practices brokers can encourage their agents to use with the company as a study guide.

After doing several studies, I have noticed only a very small percentage of agents make money in this business. Have you ever wondered why? So many people get their licenses but don't earn a check or remain an agent. In fact, in the real estate business, some people spend years as agents without receiving a single check. That makes me sad and worried for them. If you're an agent who doesn't earn money but needs to, you likely don't have the tools you need to succeed. You've invested time and money in being a real estate agent for some reason, and that reason is still important to you.

One of the biggest reasons an agent does not invest in their own education is because they do not know what kind of agent they are now and what type of agent they want to be. You need to know yourself first so you can develop the right habits to reach your goals. Start your business on the right foot.

There are several types of agents in this book that I will mention, but right now I want to mention two:

1. The agent who lives for the real estate business.
2. The agent whose real estate business lives for them.

Who are you today?

When you ask yourself this question, decide which answer you prefer. Furthermore, every time you ask a question, decide if it's better to act or to *think* before you act.

## Chapter 1

# How Do I Get Started?

### Humility vs the Ego

This question is very important. Start like a first grader. Be present for every moment in which you're studying. With this manual, you will learn things that will lead you to success immediately if you study and apply the knowledge you learn.

When you were a child, you learned new information faster and you absorbed everything like a sponge that is thirsty for spilled liquid. Your ego let you learn quickly and easily. When you grew up and became an adult, your ego grew drastically too. It stayed with you and allowed you to speak your fears. Your ego tells you and others what you know and the effort you are making to grow and improve. This will raise the following questions: With all this learning and growing, why am I not where I want to be? Why don't things go the way I want them to? Even more so, I do the same things that the star agent does who earns six figures, yet I don't. Why did he?

Your ego fills you with expectations. These expectations can make it difficult for you to learn new habits and information. For example, if a glass is full of any liquid, it will overflow if another drop is added to it. You must empty the glass as much as you can to add the liquid you *want* to drink. When you study this manual, you will have to do the same. As you read, set your own knowledge aside so you can absorb new information. When you learn the new information, subconsciously and unconsciously you will create new habits and disciplines. Then you can put the old knowledge and new knowledge together, pick out the best parts, and create an "atomic bomb" of prosperity in your favor.

Switch from the Inside Out

To succeed, you must make a change in your life. That is only achieved by making a change on the inside. Obviously, if you continue to do the same thing, you will have the same results. You have proven this for years, and you know you’re not satisfied with the results.

How do you change? It’s very easy. I will repeat this constantly. **It’s very easy. Tell your brain it is possible, and it is easy to change** if you **believe it**.

Make a habit of repeating these affirmations every day:

- 1. **The real estate business is easy and effective.**
- 2. **I am a multimillion-dollar producer.**
- 3. **Everyone wants to buy and sell their properties with me.**
- 4. **I have abundant wealth.**

Change your habits in your real estate business from passive to active.

Example

Agent 1: Says he/she is a full-time agent.

The agent arrives at the office almost every day and stays there for at least four hours minimum. He/she chats all the time, uses the computer, checks email, goes to lunch, and reads posts on social media. He/she talks to a prospective buyer, looks for some properties without prequalifying the buyer beforehand, and wastes time with customers without knowing if they qualify for what they want to buy. The agent ends the day exhausted, finally arriving home, and hasn’t closed any real estate for more than six months. The agent becomes frustrated with the business, assumes the real estate business is bad, and assumes the economy is bad too.

The agent needs to change their bad habits by taking responsibility for them, then put new, better habits into place.

The same agent:

Arrives at the office at 9:00 am. The first thing the agent does is put up an “I Am Busy” sign that asks they not be interrupted from 9:00-10:00 a.m. The agent uses this blocked time to call

customers and prospects to book appointments. The first, most important thing the agent can do for the business is prospecting.

This is the time to move from passive to active agent and respect your time, money, and business. To create positive change from the inside out, recognize what you are doing wrong and be able to change it. Get to the root of the problem and take immediate action; if you do not do this quickly, you’ll fall into the same vicious cycle. This is one of the reasons agents fail in this business, not because of the economy, customers, or banks. This bad habit is like any other bad habit or addiction and should be treated in the same way.

If you work at home, put the same “Do Not Disturb” sign on your desk so your partner, children, and family members respect that you are working. You must give yourself the respect first.

Create Solid, Deep Foundations Like an Oak Tree

Whether you’re in real estate or any other business, you must create solid foundations. Don’t wait to start your business until after you acquire the knowledge you need. Instead, use this manual as theory and practice at the same time. Learn then act. The real estate business is a business of action; only those who have training and then act on it are successful. Apply what you learn. Application is a requirement for success. You CAN become a multimillionaire agent who lives from the proceeds of your business. You deserve it.

What are the basics?

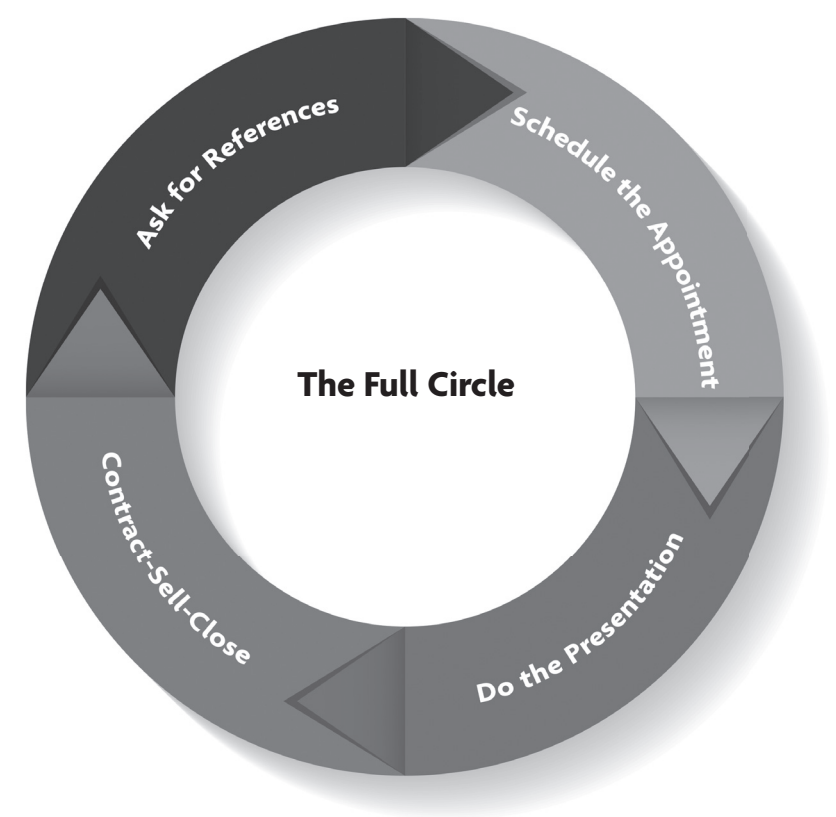
- Having self-discipline
- Being a good boss
- Firing yourself if necessary and re-employing yourself after you make changes to your business and habits
- Sticking to your action plan, and your short-, medium-, and long-term goals
- Paying attention to social relationships
- Making social media posts and interacting with leads
- Doing the “Full Circle” (explained in the next section) over and over with each client
- Creating your database and working on it
- Building more followers on social media who become prospects and future clients (is your social media effective?)



- Learning something new every day, or every week at least
- Acting today in your present; tomorrow is not promised
- Respecting your time as if you are at a full-time job that you can't leave whenever you want or to do something for your family
- Knowing your target market
- Being self-motivated (create your daily self-management system you can use whenever you are down or for whatever reason)
- Creating your own powerful mantra in moments of need such as a listing presentation, when you are drained, or when you are low in energy to help you get out of fear and negativity.

**Real Estate Full Circle**

The “Full Circle” is essential for the long life of your business. You will do the full circle with each client. It consists of four steps: **1. Schedule the appointment, 2. Do the presentation, 3. Contract-Sell-Close 4. Ask for references.** Repeat the cycle with each client to gain a much better clientele. If you do this, every year you will multiply your customers, resulting in multiplied revenue.



For example, if you start the circle and work with three new customers in one month, you will ask for three to five referrals from each customer, resulting in nine to fifteen new leads who could be potential buyers, sellers, tenants, or landlords in a single month. Imagine you do the same thing repeatedly over the course of a year. That would be a gain of 90-150 leads, assuming you take two months off for vacation. \*If you perfect the entire circle by working the referrals, this may be the only thing you need to do for prospecting.

**Act**

As established before, the real estate business is built on action. It is not a business that waits for clients to come through the door, unless you work as a home developer, condominium owner, or a property management company. If that's not your scenario, you should plan on taking proactive steps to reach out to new clients for at least two hours every day.

**Cleaning and Organization**

Cleaning and organization are essential to attract success. Start with your home, then your car, and finally your office or business.

You might think, “But I want to make money, not organize and clean my house.” I encourage you to create a place in your home that is dedicated to work. This will be just for you. It's critical you pick a place where no one disturbs you and you are at peace, with a pleasant work area that inspires you, that smells clean and is well-organized. You should know where everything is and have all the necessary office equipment, such as the internet, your computer, a printer, a place to record information, stationery, folders, and anything else you might need. You will spend most of your working hours in this location, and the environment you create is of paramount importance to your accomplishment.

Your car is another important element for your success as a real estate agent. You will spend a great deal of your time in the car driving and you cannot miss any chances by having a messy car. Your car is your office. Create an area on the side of the trunk by placing a divider there, then put your contracts and stationery, advertisements, cards, doorhangers, lockboxes, and signs in that spot. You may also have an FSBO (For Sale by Owner) advertisement, flyer, or postcard to offer the owner of an FSBO. Have blank contracts of all kinds for when you have a spur of the moment customer. You don't want to miss a sale because you don't have the right kind of paperwork available when you



need it. Keep your business cards and any type of postcards, flyers, or advertising that you will need to hand out. This says you are an active agent who is always readily available to help new clients.

In your email system, keep a folder handy that contains sample contracts: for listings, tenants, and buyers. In cases when you don't have access to the MLS or other listings, you'll be able to email a contract to your client immediately. It's even possible to edit a Word doc on your phone, save it to PDF, then email it to your client right there on the spot. Keep the Word doc prefilled with your own information and company information, so all you need to do is enter the client and price details on the contract. You can also buy a Transaction Manager system to organize your contracts inside your backoffice and tasks. Recommended software includes Total Brokerage, DotLoop, BrokerMint, KvCore, and LionDesk for CRM.

Finally, tidy your office desk. You should have everything mentioned above readily available to attract and assist potential customers.

**What Kind of Agent Are You?**

You should know yourself well enough to understand the way you will react and respond in your professional field.

- How important is it for you to succeed?
- Are you the kind of person who lets others train you?
- Do you know how to delegate?
- Do you know your talents, virtues, strengths, and weaknesses?
- What you do well? What don't you do well?
- What do you like the most about the real estate business? What do you like the least?
- What would you be willing to do to increase your income? What would you never do?

Knowing yourself well will help you reach your real estate goals faster. Working on your strongest skills and delegating what you do not like to do will help you have better results.

What kind of partner would be the most appropriate for your business? Your best partner should be someone you like, but more importantly your partner should be someone who brings the skills you do not already have into your business. They should complement your efforts.

Start asking yourself what you do not like to do, as it will help you adapt to the pros and cons of the real estate business.

**Self-Assessment Questionnaire:**

What do you dislike the most about your real estate business?

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What would you never be willing to do for your business?

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Which business skills do you lack the most? What is the hardest work for you to do?

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Are there any tasks you don't like to do, but you do them anyway because you know they are necessary?

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What would you like to learn from this business? What would you prefer NOT to learn?

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THE FEARLESS AGENT

Do you have any habits that you would prefer not to change even if doing so would improve your career?

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What do you like the most about this business?

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What would you be willing to do for your business?

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What would you like to learn to increase your income and/or customers?

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What negative habit would you be willing to change in your business so you can be more positive and productive?

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HOW DO I GET STARTED?

What are you good at? What do you do better than most?

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What are your best qualities?

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What characteristics might a partner have that you would never want to associate with or hire because they would not suit your success plan or business?

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Why did you start in the real estate business?

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What’s your reason for doing this business? What’s your big WHY? Enumerate each of the reasons:

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THE FEARLESS AGENT

\*Knowing why and your reasons are two questions with the same meaning. When asked in a different way, they may reach your subconscious and get a more genuine response. The why is important so you know what moves you and what turns you on in this business. When you become discouraged for whatever reason by any customer, the economy, or an unexpected setback, you will remember why you started this business.

What do you want to get out of this business?

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What characteristics and qualities would you look for in someone before you hired or partnered with them in your business for your growth?

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Write a summary of the type of agent you think you are after you answer each question. Read each of your responses and do a self-assessment. This type of deep self-assessment will reveal the type of agent you are. The answer is in your heart.

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HOW DO I GET STARTED?

Now write what you promise to improve in yourself so you can do better in your business:

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What habits will you change and replace with new, healthier habits?

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Now that you know what kind of agent you are, you know if you want to stay the same or make changes. You also know the qualities you’re looking for in a partner and why they’re important to have as part of the team.

**What Kind of Agent Do You Want to Become?**

When you have answered the questionnaire honestly, you will realize the type of real estate agent or seller you are and want to become. You will also be able to recognize the root of the problem and the perfect remedy to fix it. Now you know the type of partner you need to make the perfect team, instead of the friend or partner you have, unless that person already has the needed characteristics.

Now that you know the type of agent you want to become, focus on the qualities this future agent has as if you are already that person. Make that your reality today.

The agent you were in the past is not the agent you are now or will be in the future. Your present is what you project from now on, today. Your present is, “I am a/n \_\_\_\_\_ agent.” (Finish your sentence with the type of agent you declare you are now.)

Do the affirmation exercise aloud so you not only read it and memorize it, but also listen to it. The tongue accelerates the process of change and tells the brain what to do. The universe will bring these things to you by your intention. The tongue is the most important organ because it allows you to connect with your brain and attract what you say. When you affirm a statement, you help that statement become a reality. Almost everything you constantly repeat will come true, so be careful with what you say. Your tongue is like a magic wand.

For example:

- I, \_\_\_\_\_, am an agent who sells \_\_\_#\_\_\_ million dollars every year.
- I, \_\_\_\_\_, am a top producing agent.
- I, \_\_\_\_\_, close/sell five transactions every month.
- I, \_\_\_\_\_, am the best salesperson of the year in my company.

You can add what you want to your repetitions. You can also create new positive habits through repetitions.

For example:

- I love to do telemarketing.
- I, \_\_\_\_\_, am a champion at making appointments.
- I, \_\_\_\_\_, am an organized person
- I, \_\_\_\_\_, love to work on my social media.
- I, \_\_\_\_\_, post every day on my social media channels to attract new leads and followers.

You must also believe the statements you make. Behave with the attitude of the person who is completing these goals and, above all, act.

You will have bigger and faster results if you visualize your goals as you repeat your affirmations. Repeat the statement and see the result in your mind.

Keep your communication positive, and try to talk only with productive, positive people. Read about personal improvement and avoid talking about problems. Focus. Think, act, visualize, feel, and repeat your affirmations. Declare what you are already from this moment on.

Stay busy because you have a lot to do. The 80/20 rule states that 80% of the day’s results are due to what you think and 20% are what you do. If you think positively and visualize what you want, you will get results.

You likely spend more time thinking than doing, so be sure to use this rule in your favor. You want every opportunity to move faster. It’s catastrophic if you use it against yourself. Avoid overthinking your problems and difficulties; be very careful about what you’re thinking and don’t sabotage your success.

## Image and Profile

Clothing is another important factor. You sell yourself and your image, as well as professionalism, service, and knowledge. Keep that in mind, especially when you go to a listing presentation to sell someone’s house. Remember, you only have one chance to make a first impression. After all, if you make a poor first impression, there may never be a second one. This is so important that companies or individuals will pay a consultant to teach them how to dress like a professional who makes millions. They want to project themselves as successful to improve their self-esteem and confidence.

## Evaluate Your Beliefs

Your beliefs can help or harm you. Take the following test to find out if your beliefs could be your best allies or your worst enemies. If you find your beliefs are your worst enemies, you will need to analyze which of your beliefs is affecting your personal growth. You’ll want to eliminate it immediately and **create new and more powerful beliefs** that will be with you on your journey to success.

**Belief Questionnaire:**

1. Do you think having more money will hurt you? Yes\_\_\_ NO\_\_\_ If yes, why you think having more money will hurt you?  
  
\_\_\_\_\_  
  
\_\_\_\_\_
2. Do you think working hard is harmful to your family? Yes\_\_\_ NO\_\_\_ Why?  
  
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3. Do you think money is bad or does it change people? Yes\_\_\_ NO\_\_\_ Why do you think that? Provide examples.  
  
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4. Are you afraid of success? Yes\_\_\_ NO\_\_\_ Why?  
  
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5. Do you think people who have money aren't good people? Yes\_\_\_ NO\_\_\_ Why?  
  
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6. Has anyone ever told you that money is bad or that it changes people? Yes\_\_\_ NO\_\_\_ Who?  
  
\_\_\_\_\_  
  
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7. Do you consider yourself a positive, optimistic, or negative person? Yes\_\_\_ NO\_\_\_ Why do you think you're this way? How does that show up in your life?  
  
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\_\_\_\_\_
8. Do you think you have to work hard or kill yourself with work to make money? Yes\_\_\_ NO\_\_\_ Why?  
  
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9. Do you think you have to speak English to be a successful realtor? Yes\_\_\_ NO\_\_\_ Why?  
  
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10. Do you think you should have a college degree to make more money? Yes\_\_\_ NO\_\_\_ Why?  
  
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11. Do you believe in yourself and the likelihood that you will be able to achieve everything you want? Yes\_\_\_ NO\_\_\_ Why?  
  
\_\_\_\_\_  
  
\_\_\_\_\_
12. Do you think you need your partner's support of your career to succeed in it? Yes\_\_\_ NO\_\_\_ Why?  
  
\_\_\_\_\_  
  
\_\_\_\_\_

13. Do you think if your partner, parents, or children don't support you, it's going to be more difficult for you than if they support you? Yes\_\_\_ NO\_\_\_ Why?

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14. Do you think age is a problem or does it affect your business? Yes\_\_\_ NO\_\_\_ Why?

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15. Do you think you need someone else to succeed or for someone to believe in you or for someone to support you? Yes\_\_\_ NO\_\_\_ Why?

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16. Do you think you need to be in a stable relationship to succeed? Yes\_\_\_ NO\_\_\_ Why?

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17. Do you think if your relationship with your partner goes wrong, that's why you're not doing well in your business? Yes\_\_\_ NO\_\_\_ Why?

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18. Do you think your problems are the cause of how bad your business is? Yes\_\_\_ NO\_\_\_ Why?

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19. Do you think the problem with your business is because of the economy or real estate regulation? Yes\_\_\_ NO\_\_\_ Why? And how this is the cause?

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20. Do you want to make peace with money? Yes\_\_\_ NO\_\_\_ Why do you think is important to have peace with money and have a good relationship with wealth?

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“If you are going to be successful in creating the life of your dreams, you have to believe that you are capable of making it happen.”

-Jack Canfield

When you realize which of your beliefs are holding you back, toss them out and eliminate every belief that prevents you from either your growth or your economic increase. Only then can you achieve positive and effective change.

If you do not eliminate your negative beliefs, you will stay in the same spot. You will continue having a conflict between your goals and your beliefs and the belief that is the strongest will win. This is the time to say goodbye to negative beliefs once and for all.

Make peace with money and have a healthy relationship with it if you want to be successful; otherwise, you will continue to sabotage yourself. In your family, if their relationship with money was good, you will have a good relationship with money. If they didn't, it's likely you won't have success with money. For instance, if you believe money is bad, you won't be prosperous, because you will believe you must also be bad to become wealthy. Make peace with your relationship with money. People do many things they later regret to make money. You want it to work for you (rather than you doing anything or everything to work for it).

“You are a living magnet. What you attract into your life is in harmony with your dominant thoughts.”

-Brian Tracy

The next exercise will help you visualize how to eliminate the things that no longer serve you.

Imagine you go into your closet. Observe how many clothes still occupy your closet even though you don't wear them anymore. Maybe they don't fit you, you don't like them, they're damaged, or have gone out of fashion. It is the same thing with your old negative beliefs or habits that have occupied a space in your mind but no longer belong there. These old negatives beliefs and habits have already become unfashionable. They no longer fit into current business trends and no longer fit your needs. Remove them to free up space for the new beliefs that will help you grow and improve your real estate career. Like clothing you no longer wear, take them out of your closet. When you do this, you'll be able to see the clothes that do fit and buy clothes that are more appropriate for the lifestyle you currently have.

Do not be afraid to throw out your old negative beliefs and bad habits or old-fashioned way of working. It is better to throw out the trash early instead of waiting until it rots and stinks. ***Do not let stagnancy take over your life.*** Successful people are constantly improving, changing, and adapting to new ways of working.

## Chapter 2

# Learn Something New Every Day

### Go to your Board/Association Classes

Take all the classes you can to stay updated on changing trends in the real estate industry. Check the calendar each month. If you have an assistant, some associations will allow your assistant to attend the classes, too. Give your assistant access to the MLS (Multiple Listing Service). The MLS is a database where you can search for all properties, comparables, listings of properties for sale, and more.

Take advantage of the resources that are offered to you. Become a member of Florida Realtors Rewards and the NAR (National Association of Realtors). These organizations offer members discounted rates at multiple companies such as: Office Depot, rent-a-car companies, hotels, cruise lines, insurance agencies, phone companies, banks, discounted credit cards, service companies, electronics, educational tools, and more.

Going to annual conferences will keep you updated with new programs, techniques, and strategies.

Take classes to certify and specialize in what you like and want to become: Accredited Buyer's Representative (ABR), Certified Residential Specialist (CRS), Short Sale and Foreclosure Resource Certification (SFR), Seniors Real Estate Specialist (SRES), Graduate, REALTOR® Institute (GRI), commercial, luxury (luxury properties), and more.