Ambition is one thing but having a vision of what you want to create is the most powerful force in the world.

Bill Gates
What’s Inside

- What is a Future Focus? p 3
- 3 Steps to Creating Your Future Focus p 4-7
- 7 Phases of a Real Estate Career p 5-6
- The 26% Rule Worksheet p 8
- Dream List Example and Worksheet p 9-11
What is a Future Focus?

“...The difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next.”

- Michael Gerber, Author
The E-Myth Revisited

**FUTURE FOCUS™** is the ability to see things as we would like them to be (in the future), not just as they are today. When we focus our thoughts on what we want to create for our future, we are energized and inspired to take action that will move us in the direction of achieving our dreams and goals.

**Why is a Future Focus so important?**

- Because the future is where we are going to spend the rest of our lives.
- Without a clear vision of what we want, it is likely that our future will be a repeat of our past.
- Hope for a bigger and brighter future is the most powerful force in the world and can pull us past obstacles we never thought possible.
- Setting goals and striving to achieve dreams helps guide our daily decisions and the actions we take, consciously and unconsciously.
- **Everything in business and in life starts with a compelling Future Focus.**
3 Steps to Creating Your Future Focus

STEP 1
Discover Where You Are Now and Where You Want to Go

Before you can decide where you want to go or what you want to create for your future, it’s important that you understand where you are right now. This will be the starting point to launch your dreams and goals.

First, review the 7 Phases of a Real Estate Career Worksheet that follows. Then, circle (identify) the phase you are in now, and circle (decide) the phase you want to get to in the future.
THE 7 PHASES OF A REAL ESTATE CAREER

WORKSHEET

Step 1: Circle the phase you are in now.
Step 2: Circle the phase you want to get to! Making a plan to get there is next.

**SURE SIGNS YOU’RE IN THIS PHASE**

**PHASE 1: HONEYMOON PHASE**
- Often new to real estate with boundless enthusiasm for the possibilities.
- Lots of energy.
- Eager to do whatever it takes to succeed.
- Usually unskilled and lacking experience.
- Hopeful and willing to work hard.

**PHASE 2: TREADMILL PHASE**
- Highly reactive.
- Have a few systems in place but the business is dependent on you.
- Possible cash flow challenges.
- Uncertainty and fear of not knowing where the next deal is coming from.
- Working too much.

**PHASE 3: CROSSROADS PHASE**
- Overwhelmed and tired of the grind.
- Things starting to fall between the cracks because you can’t keep up.
- Losing interest in the business.
- Wondering if you should stay in the business or do something else.
- Business is still dependent on you.

**PHASE 4: BUSINESS OWNER**
- Key systems in place and you know how to produce a result.
- Renewed excitement for business.
- Typically being coached and love to learn.
- Highly skilled sales professional.
- Higher income and more time off.
THE 7 PHASES OF A REAL ESTATE CAREER (CONTINUED)

PHASE 5
PLATEAU PHASE

- You have hit a glass ceiling in terms of your production (income is flat).
- You stopped innovating.
- You may be bored or feel as though your business has gotten stale.
- Lost passion.

PHASE 6
GROWTH PHASE

- You’ve recommitted to growing your business and possibly a team.
- You’re increasing your leverage through people and processes (systems).
- You’ve hired an assistant and/or salesperson(s). You’re experiencing growing pains while training new team members and delegating tasks.

PHASE 7
TEAM LEADER

- You have a system-dependent business with highly skilled team members and great processes.
- You create exceptional client experiences.
- You have freedom to get out of the minutia and focus on what you love to do.
- Spend more time leading your team than selling real estate.

SURE SIGNS YOU’RE IN THIS PHASE

SUCCESSION

- This is the end goal: To build something of value so that, at some point, you can sell it (for profit) and transition it to another owner.
- Focus on moving toward becoming a system-dependent business and monetizing your database to maximize your business’ value.
STEP 2
Get Excited About Your Income Potential

People in general overestimate what they can do in 1 year and underestimate what they can do in 5 to 10. Did you know that by increasing your business just 26% each year that you will double your business every 3 years?

Using The 26% Rule Worksheet that follows, enter your last calendar year’s income and double it every 3 years. Does the 5 and 10 year number excite you?

STEP 3
Dream Big

Now this is where things get fun. It’s time to dream! Countless studies reveal that the act of writing down your dreams (or goals) can increase your chances of achieving them by as much as 75%, so don’t skip this step!

Using the Dream List Worksheet that follows, take some time and write down 50 dreams. Don’t think too hard about what you want - and don’t let reality sidetrack you. Your dreams can be as big or small as you want them. The goal is to write them down.

DREAM HELPER
Think about...

- Places you want to explore or visit
- People you want to help
- Experiences you want to create for yourself and/or others
- Investments you want to make
- Things you want to buy
- Fears you want to face
- Skills you want to develop
- Habits you want to change or create
- Talents you want to explore
- Attributes you want to cultivate
- A home or homes you want to own
- Healthy habits you want to put in place
- Fitness levels you want to reach
## The 26% Rule™

**Example and Worksheet**

**Step 1:** Enter your current income under My Goal

**Step 2:** Double this number and enter on Line 4, double Line 4 and enter on Line 7, then double Line 7 and enter on Line 10. How exciting is Line 10?

<table>
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<tr>
<th>YEAR</th>
<th>EXAMPLE</th>
<th>MY GOAL</th>
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<tbody>
<tr>
<td>1</td>
<td>$100,000</td>
<td>$ YOUR CURRENT INCOME</td>
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<tr>
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<td>$126,000</td>
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DREAM LIST

EXAMPLE

1. African Safari with the kids
2. Run a half marathon
3. Buy a commercial building
4. Help my kids buy a home
5. Learn to play the piano
6. Renovate my main floor to create my dream home
7. Take grandkids to Florida for 2 weeks
8. Take 8 weeks off work a year
9. Do a California wine tour on e-bikes with my wife
10. Take my mom on a spa holiday

DREAM LIST HELPER

Think about...

• Places you want to explore or visit
• People you want to help
• Experiences you want to create for yourself and/or others
• Investments you want to make
• Things you want to buy
• Fears you want to face
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• Attributes you want to cultivate
• A home or homes you want to own
• Healthy habits you want to put in place
• Fitness levels you want to reach

Timeline
1, 5, 10, 20 Years

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# DREAM LIST

**Worksheet**

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**Timeline**

1, 5, 10, 20 Years
Build a Business and Life You Love with RRI

Book a call with an RRI Advisor today
1.800.298.9587