


YOUR HOME SOLD
GUARANTEED REALTY.®

— *Our Name is Our Promise* —



**The \$10 Million
GCI Business Plan:
First 12 Months
Check List**

Growing a business is complicated. We all want to get it right. We exist to help.

SUMMARY

LEVEL ONE CERTIFICATION = THE FIRST 10 WEEKS

OBJECTIVE:

Increase Income per Sale by at least 50%, Increase Lead Flow of Sellers Who Want to Buy and Leverage Technology for More Time and Better Service.

WEEK 1: Success Track

Your Vision. Your Routine. USP Signs, USP Cards, and YHSGR Buyer / Seller Agreements

WEEK 2: Infrastructure

Flow Chart. ISA System. Buyer / Seller Presentations

WEEK 3: Advanced Agent Workshop

Mindset, Systems, Guarantees. DISC. VIP Buyer System. VIP Seller System.

WEEK 4: Database Marketing System

How to Market to Your Database using The YHSGR CRM and Social Media to get business!

WEEK 5: Your Brand House

Brand Positioning. Google Business Profile. USP Website.

Week 6: The Guaranteed Sale Program

Implementing and Mastering Your Home Sold Guaranteed or I'll Buy It!

WEEK 7: The Guaranteed Cash Offer System

Getting Multiple Cash Offers for Any Seller on Demand. Guaranteeing Price! Attracting More Seller Prospects!

WEEK 8: Using Listings to Get More Listings!

The Three Ways to Get at least 10 Buyers with a H o u s e to Sell from Every One Listing. (This is TW's #1 Way to Get Ready to Act Buyers with a House to Sell)

WEEK 10: Advancing the VIP Buyer System

How to Set Negotiate and Collect Your Optimum Fee. The 72 Hour Rule. The Buyer Offer Package. Buyer Financing Systems.

LEVEL TWO CERTIFICATION

OBJECTIVE:

Leverage with People, Increase High Profit Lead Flow and Streamline The Financial Model

WEEK 12: Get a KEY Admin to Implement CRM Processes and Marketing Systems

How to Recruit Hire Train and Manage a Key Admin for Help in Growing Your Business vs just doing the work!

WEEK 14: Implement the More Ads, More Places, More Often System

Producing an Overflow of New Business for Free.

WEEK 16: Implement the Referral Marketing System

How to Get at Least One Referral from Every Satisfied Customer Every Year! All Four Parts of the System.

WEEK 18: Using Buyers to Get More Listings

The Three Ways to Use Buyers to get at Least Six Sellers within Six Days!

WEEK 20: Become A Direct Mail Marketing Expert

The Best of the best Direct Mail Systems to Get Come List Me Sellers!

WEEK 22: Getting Five Star Reviews System

Onboarding and What Happens Next Video System for Customers. Requesting Reviews System. Using Reviews System to Get More Customers!

WEEK 24: Improving Operational Effectiveness

Getting Your CRM to do the Work.

WEEK 26: Financial Modeling & Reporting

KPI's. The P&L Model. Tracking and Reporting.

LEVEL THREE CERTIFICATION

OBJECTIVE:

Super Profitable Sales Team Optimization

WEEK 28: Grow Your Team: How to Recruit and Hire For a Super Profitable Sales Team

The Recruiting Flow Chart. The Recruiting System. The Hiring and Onboarding System.

WEEK 30: Grow Your Team: How to Train and Manage Your Super Profitable Sales Team

The Training System. The Management System. The Agent Manuals.

WEEK 32: Repeat Business

The System to Get Your Customers to Buy at Least One Home From You Every Year for the Next 20 Years!

WEEK 34: Additional Lead Generation Systems

Find Out What Your Home is Worth Marketing. Access to New Construction Homes Marketing. Access to Off Market and Unlisted Homes Marketing.

WEEK 36: Google PPC Marketing

The Top Three Google PPC Ad Campaigns to Get Buyers with a House to Sell!

WEEK 38: Advanced Follow Up and Remarketing Systems!

The Remarketing System Manual. Getting Your CRM Auto Responders Working. Online Retargeting Systems.

WEEK 40: Ultimate Converters and Done For You Videos (Pre-selling Systems)

The Ultimate Converters. Video Presentations. The Bomb. House Talk.

WEEK 42: Vendor Directory (Getting and Using Other People's Money).

The 99 Affiliates. Vendor Directory. Recurring Revenue from Vendors.

WEEK 44: Using Sold Listings to Get More Listings.

The Top Three Ways to use SOLDs to Bring In More Listings.

WEEK 46: Leadership

Improving Your Leadership Skills So You Can Achieve Your Biggest Goals and God Given Potential.

WEEK 48: Troubleshooting Your Business Using The Universal Business Autopsy

What is Working and What is Not: Utilizing the Universal Business Autopsy.

WEEK 50: How to Make an Additional \$1 Million in a Year!

The Volume Breakdown Analysis for the Next Level!

WEEK 52: Scale Up!

The Built to Sell Play Book!

Week 1: Success Track

Your Vision, Your Routine, USP Signs, USP Cards and YHSGR Buyer / Seller Agreements

- To transform into a Super Profitable Sales Team Business, you must learn how to not just run a business but how to actually build one. This is where most fail. Remember as you move forward that Your Routine= Your Results, so you need a PRO-GROWTH STRATEGY.
- **Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Success Track](#)**
 - **There is Only Plan and System: How to Grow a Business**
 - **Why We Exist (All Courses)**
 - **Brokerage Services (all courses)**
 - **Without A Vision, People Perish: A Volume Breakdown Analysis**
 - **Exclusive Agreements, Forms, & Contracts**
- **Download the following from the [YHSGRU File Vault -> Folder: "Success Track"](#)**
 - **Volume Breakdown Analysis (parts 1 and 2). Up Your Goals!**
 - **The Implementation System Manual**
 - **For Sale Sign System Manual**
- **Download the following from the [YHSGRU File Vault -> Folder: "Agreements for VIP Buyer and Seller"](#)**
 - **YHSGR VIP Seller Agreement**
 - **YHSGR VIP Buyer Agreement**
 - **The TEAM System Manual**
 - **Signs & Business Card Process & Examples PDF** - See the **"Signs" Folder** in the YHSGRU File Vault for Examples and Templates!
 - USP as the Brand on your Business Cards, letterhead, website, Social Media sites, email signature, wherever YOU are – Send to Coach for Review! (Your brand, whether you like it or not, is wherever you hang your license. It either attracts seller prospects or it does not. It is THE sponsor of any and all marketing. Does it align with your ideal customer?)
 - **Personal, Professional, and Financial (PPF) Goals Packet - [YHSGRU File Vault -> Folder: "Success Track"](#)**
 - You need an internal vision, which is your PPFs and you need an external vision, which is WHY your business exists... the difference it makes in the market place, peoples lives, etc. The EXTERNAL vision is what you pitch regularly on line and to all your people. When recruiting team members, they will be inspired by your vision... essentially they want a VISION, not just a job. Your Vision must be big enough so others can put theirs inside of it.
 - Once filled out, send it to your coach and also to success@yhsg.com !
- **Find Additional Charity Pages and YHSGR VIP Agreements in the [YHSGRU File Vault folder "Agreements for VIP Buyer and Seller"](#)**
- **Read Death of the Traditional Real Estate Agent. Rise of the Super Profitable Real Estate Sales Team** by Todd Walters and Craig Proctor. [Available on Amazon!](#)

Week 2: Infrastructure

Flow Chart. ISA System. YHSGR Buyer / Seller Presentations.

- Watch on YHSGRU.Com: [Located in Module 1 First 12 Months Checklist -> Infrastructure](#)
 - Inside Sales Agent Follow Up Script
 - Click into the course and download the Follow Up Script at the top!
 - The Lead Flow System
 - Inside Sales Agent System
 - Download the Vision & Traction Organizer in the YHSGRU File Vault -> Folder: [“Improving Operational Effectiveness”](#)
 - Receiving Inbound Calls System
 - Inside Sales Agent Training
 - Using Texting To Convert Leads to Appointments
 - Seller and Buyer Pre-Selling Videos Course
- Download the following from the YHSGRU File Vault: [“Infrastructure” Folder](#)
 - Follow Up Script / Universal Call Back Script
 - Lead Flow Chart
 - Inside Sales Agent Manual
 - YHSGR Generic VIP Listing Presentation
 - YHSGR VIP Listing Presentation
 - Modify for you and your team!
 - YHSGR Generic VIP Buyer Presentation
 - YHSGR Custom VIP Buyer Presentation
 - Modify for you and your team!

Week 3: Advanced Agent Workshop

Mindset, Systems, Guarantees.DISC. VIP Buyer System. VIP Seller System.

- Download the Mindset, Systems, and Guarantees Manual (Agent Manual 1) [Located in the YHSGRU File Vault: “Advanced Agent Workshop” Folder](#)
 - Watch on YHSGRU: Success Systems [Located in Module 1 First 12 Months Checklist-> Course: Advanced Agent Workshop](#)
 - Here is what you can expect to learn about:
 - Your Paradigm
 - 4 Stages
 - Six Steps to Success
 - 8 Universal Business Principles
 - Performance Guarantees

- **Download the How To Sell To People The Way They Want To Be Sold To Manual** (Agent Manual 2) [Located in the YHSGRU File Vault: “Advanced Agent Workshop” Folder](#)
- **Download the DISC Training Manual** [Located in the YHSGRU File Vault: “Advanced Agent Workshop Folder”](#)
 - **Watch on YHSGRU:**
 - DISC Training with Dr. Ike Reighard (**all videos**) [Located in Module 1 First 12 Months Checklist -> Course: Advanced Agent Workshop](#)
 - **Here is what you can expect to learn about:**
 - Understanding Your Personality Type and Others
 - The Art of Persuasion
 - Advanced DISC
 - Leading Yourself First So You Can Best Lead Others
 - How to Identify D I S C in Prospects on the Fly
- **Download the VIP Buyer System Manual** (Agent Manual 3) [Located in the YHSGRU File Vault: “Advanced Agent Workshop” Folder](#)
 - **Watch on YHSGRU: Working With Buyers** [Located in Module 1 First 12 Months Checklist -> Course: Advanced Agent Workshop](#)
 - **Here is what you can expect to learn about:**
 - Conversion from prospect to appointment
 - The VIP Buyer Presentation and Demonstration of Value
 - The 72 Hour Rule
 - Finding Off Market Properties
 - Winning in a Multiple Offer War
 - How to Set Negotiate and Collect Your Optimum Fee
- **Download Working with Sellers** (Agent Manual #4) [Located in the YHSGRU File Vault: “Advanced Agent Workshop” Folder](#)
 - **Watch on YHSGRU: Working with Sellers** course [Located in Module 1 First 12 Months Checklist -> Course: Advanced Agent Workshop](#)
 - **Here is what you can expect to learn about:**
 - Ditch the Listing Mentality
 - Seller USPs
 - 10 Tips to a Successful Presentation
 - The Ultimate Seller Benefits Presentation
 - Overcoming Seller's Objections
 - The Certified Pre-Owned Home System
 - The Write Up as a Close
 - The Sales and Service System
- **Download the Certified Pre-Owned Home (CPO) Materials** [Located in the YHSGRU File Vault: “Advanced Agent Training” Folder - All "CPO -" Materials!](#)

Week 4: Database Marketing System

How to Market to Your Database using The YHSGR CRM and Social Media to Get Business!

- **Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Database Marketing System](#)**
 - **Your Omnipresence System to Get Listings in this Market**
 - **Building a successful business requires an Omni-channel approach**
 - Consider hiring a VA to run the system and edit videos.
 - **Video Scripts**
 - [Find each corresponding manual in the YHSGRU File Vault, “Database Marketing System” folder!](#)
- **Here are some of the things you will discover:**
 - How to Use social media ONLY to attract attention!
 - Rules to STAY OFF social media as a consumer and use as a tool to get what you want.
 - Developing your Content Calendar.
 - Using Paid and Free to generate massive traffic!
 - Marketing to your contacts in your CRM Database
- **Download the following from the YHSGRU File Vault: [The “Database Marketing System” Folder](#)**
 - Omnipresence Marketing System Manual
 - CRM Contact Import Instructions
 - [All](#) Marketing Content Content Manuals
- **Implementation Objectives:**
 - **Upload/Import contacts into your YHSGR CRM**
 - This includes Cell Phone Contacts and Leads, Sphere and Past Clients from other CRM/Databases
 - Sort all Contacts by Tags on Spread Sheet Prior to Import
 - See tags in YHSGR CRM for reference. This way you can easily sift and sort by tag to activate marketing initiatives.
 - **Opt in EVERYONE!**
 - **Apply Tags**
 - **General Database Marketing to ALL:**
 - Homeward Bound, Home Reports, Market Reports
 - **Database Marketing to BUYER LEADS:**
 - YHSGR Buyer Follow Up and Remarketing Smart Plan, Property Alerts
 - **Database Marketing to SELLER LEADS:**
 - YHSGR Seller Follow Up and Remarketing Smart Plan, Market Snapshot, Home Reports
 - **Other Database Marketing:**
 - Just Listed Template (part of YHSGR New Listing smart Plan), Just Sold Template (part of YHSGR Just Sold smart plan), YHSGR Lead Gen Website Landing Pages (post on social media!)

Week 5: Your Brand House!

Brand Positioning. Google Business Profile. USP Website.

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Your Brand House](#)
 - Building Your Brand House
 - The Details on How To Setup Your Online Brand House
 - Brand Guide
 - Online Brand House Mastermind
- Download the following from the YHSGRU File Vault: “[Your Brand House](#)” Folder
 - The Brand House Checklist
 - Google Search and Brand Positioning Manual: Your USP is Your Brand, Your Brand is Your USP
 - Set up Your Google Business Profile with Your YHSGR Brokerage Name (feed it daily)
 - Brand Guide
 - 19 Ways to Leverage Google Business Profile
 - Empower the Brand for Sellers on Google with 19 Ways to Leverage Google Business Profile
 - SEO & Branding Guide
 - Understanding the value of your Brand for SEO with SEO & Branding Guide
- ***Your Home Sold Guaranteed Realty as your Brand**
 - *New YHSGR URL Website (rent if making under \$500k revenue).
 - Here is a model: toddwalterssite.com
- Show Up in Google Search with your Brokerage Name (Your Home Sold Guaranteed Realty...) as the Sponsor of your BEST USP Ad pointing to your website (USP PPC Ad).
- Show up in the top three in the Google Business Listings/Map.
- The good news is you can BUY your way into these spots.
- Set up your Google Local Service Ads (in U.S. only).
- Remember, you have THE best offers and THE best brand positioning sponsoring those offers. But you got to show up in the search (see key word list).
 - *Both Yours and Your Competitors marketing causes prospects to go to Google (vs only calling you) and type in key words.
- Your YHSGR Website should also show up in the ORGANIC searches when someone types in YOUR NAME and/or YOUR BUSINESS NAME. And as you implement The YHSGR Marketing Plan... it will show up more and more on the various other keywords.
- This is all covered in depth in the Google Business Profile and Your Brand is Your USP and Your USP is Your Brand System Manual.

Week 6: Guaranteed Sale Program

Implementing and Mastering Your Home Sold Guaranteed or I'll Buy It!

- Watch on YHSGRU.com: [Module 1 First 12 Months Checklist -> Course: Guaranteed Sale Program](#)
 - Implementing the Guaranteed Sale Program
 - What Full-On Implementation of the Guaranteed Sale Program Looks Like
 - Do You Have the Guaranteed Sale Program Fully Implemented...? This Video Reveals What You Are Likely Missing.
 - Mastering the Guaranteed Sale Program
- Download from the YHSGRU File Vault: [“Guaranteed Sale Program” folder](#)
 - The Guaranteed Sale Program Manual

Week 7: The Guaranteed Cash Offer System

Getting Multiple Cash Offers for Any Seller on Demand.
Guaranteeing Price! Attracting More Seller Prospects!

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Guaranteed Cash Offer System](#)
 - The Guaranteed Cash Offer System
 - Upon Course Completion, you will receive your **certification** for this system. You will find the LINK on this certificate for submitting property data to receive multiple cash offers from our network of REITS.
 - [Click Here to Download instructions for accessing your certificate upon course completion](#) (also located in YHSGRU File Vault: [“Guaranteed Cash Offer System” Folder](#))
 - How to Bring In Sellers With The Guaranteed Cash Offer System
- Download from the YHSGRU File Vault: [“Guaranteed Cash Offer System” Folder](#)
 - Guaranteed Cash Offer System Manual

Week 8: Using Listings to Get More Listings!

The Three Ways to Get at least 10 Buyers with a H o u s e to Sell from Every One Listing.

Marketing System – Leveraging a Listing to get 30 Leads in 3 weeks with 10 of those leads having a home to sell. Implement all THREE Systems with Three parts inside each system. The way to get buyers with house to sell is with target marketing, following our Property Ad Templates and the trade up program (Price or Trade. Buy This Home I'll Buy Yours. Move Up To Any One Of My Listings and I'll Buy Your Home for Cash - Promoted by the Your Home Sold Guaranteed Realty- Brand).

Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course:](#)

Using Listings to Get More Listings:

- Using Listings to Get More Listings
- Tour of Homes System: The One Hour Open House.
- My State MLS
- Zillow Listing Showcase
- Getting Your Phone Number to Show Up on Zillow for 10X More Leads

Download and Implement the following from the YHSGRU File Vault: [“Using Listings to Get More Listings” Folder](#)

- Using Listings to Get More Listings Manual
- Open House Playbook
- MyState MLS and Zillow Listing Showcase Manual

*Your MyState MLS Profile should start with your phone number as part of your name. Follow the MyState MLS Listing Description Template. Same for Zillow Listing Showcase. Edit your profile to start with your phone number as part of your name. Follow the Zillow Listing Showcase Description Template. List the home in MyState MLS to syndicate to Zillow, Realtor.com, etc. Turn Off syndication in your local MLS.

1. For Sale Sign x 3 ([Review the For Sale Sign marketing Manual from Week 1](#))

- a) Main Sign
- b) Trade Rider
- c) Everyday Open House rider.
- d) Three Directional Signs buy this home I'll buy yours >
- e) Three Bootleg Signs – guaranteed cash offer on your home...
- f) House Talk – makes 3 offers. Trade up. Property info. List of homes

2. Home Tour – One Hour Open House ([See the tour of homes manual](#))

*Tour of Homes/Open House (30min - 1-hour Open House): Pre-register for Open House or *Tour of Homes (CS) with a custom landing page. Market tour 3 ways to get prospects–

- a) Signs. See the signs folder in the YHSGRU File Vault
- b) Ads – FB marketplace. MyState MLS/Zillow. Facebook Groups.
- c) Omnipresent System includes blog and email to databases.
- d) (at tour promote 3 things – tour card, property info packet, Cash Offers on You Home).

3. Run Property Ads in 3 places. Replace address with a benefit rich headline ([Review the More Ads, More Places, More Often System Manual & Training Course & Manual - see week 4](#))

- a) Facebook MarketPlace - free.
- b) Omnipresent System: MyState MLS, Social Media Platforms, Google Business, Blog, YouTube, email to database – free.
- c) Zillow Showcase (paid ad).

Week 10: Advancing the VIP Buyer System

How to Set Negotiate and Collect Your Optimum Fee. The 72 Hour Rule. The Buyer Offer Package. Buyer Financing Systems.

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Advancing the VIP Buyer System](#)
 - Why You Must Implement the VIP Buyer System
 - Advanced Tools & Strategies of the VIP Buyer System Specialized Training!
 - Understanding Buyer Pre-Qualification
 - Understanding Buyer Qualification
 - Winning for the Buyer
 - Selecting a Loan Officer
 - Collecting Your Optimum Fee
 - New Buyer Plan
 - Pre-Showing Script with Listing Agent or FSBO
 - Understanding the Purchase & Sale Agreement
 - Negotiating the Purchase & Sale
 - 72 Hour Rule
 - The System for Finding Unlisted and Off Market Homes for Buyers
 - How to Go About Showing a Home
 - Closing Phrases
 - Offer Preparation
 - If you haven't already...Watch the **Working with Buyers** course. [Located in Module 1 First 12 Months Checklist -> Course: Advanced Agent Workshop](#) and **Download Working With Buyers (Agent Manual #3)** (YHSGRU File Vault: "Advanced Agent Workshop" Folder)
- Download the following from the YHSGRU File Vault: "[Advancing the VIP Buyer System](#)" Folder
 - Purchase & Sale Package
 - Buyer Offer Package!
 - STOP letting a listing agent decide what your fee should be. How to Set, Negotiate, and Collect Your Optimum Fee When Working with Buyers.
- If you haven't already... Set up and Implement the **VIP Buyer Presentation** for You (and Your Team) [Located in the YHSGRU File Vault: "Infrastructure" folder](#)

Week 12: Get a KEY Admin to Implement CRM Processes And Marketing Systems

How to Recruit Hire Train and Manage a Key Admin for Help in Growing Your Business vs just doing the work!

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist -> Course: Get a KEY Admin to Implement CRM Processes And Marketing Systems](#)
 - How to Inspire Your Team to Train Everyday on YHSGRU.com
 - Hiring Admin People to Implement VS Just Doing the Work
 - Leverage People to Implement Processes & Marketing Systems
- Your **Admin** should help you get your CRM processes in order and implement marketing systems. They are being hired to help you implement systems as much as help you do the admin work.
- **Download the following from the YHSGRU File Vault:** [“Get A Key Admin to Implement CRM Processes & Marketing Systems” Folder](#)
 - **YHSGR CRM activity Plans.**
 - Use those Plans to get your CRM set up to tell everyone on your team exactly what to do and when to do it throughout the timeline of a customer.
 - Review and update these plans (processes) often:
 - Follow Up Plans. Booked Appointment Plans. New Client Plans. Closing Plans.
 - **First Admin Position Contract.**
 - **Admin Help Wanted ad and Video Script.**
 - **Compensation System Manual**
- If you haven't already...Download, Read, Study and Model the **TEAM System Manual.** [Located in the YHSGRU File Vault: “Success Track” folder](#)

Week 14: Implement The More ads, More Places, More Often System

In Order to Grow Your Business, You Must Have an Overflow of it!

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: More Ads, More Places, More Often](#)
 - More Ads, More Places, More Often
- Download the following from the YHSGRU File Vault: “[More Ads, More Places, More Often](#)” Folder
 - **Headline Swipe File**
 - **Benefits Swipe File**
 - **Call to Action Swipe File**
 - **Places To Run Ads**
 - **Property Ad Template**
 - **Do This Every Day:** Produce a Property Type Ad using THIS template and run it in at least 3 FREE places.
 - **More Ads, More Places, More Often Manual**
 - **Do this every day** – a NEW ad, different than the day before, placed in at least 3 places is three ads. Done daily over 5 days is 15 ads running on any given day, done over 10 days is 30 ads running on any given day.
 - The 3 places can be:
 - **Facebook Marketplace, Facebook Groups, Social Media Platforms** (FB/IG/LI. Social media counted as one place).
 - Have you ever had 30 ads running on any given day? How about 100 ads running on any given day? In order to grow your business, you must have an overflow of it.
 - **Doing this will accomplish several things for your business:**
 - A daily discipline of marketing execution.
 - An understanding for you and your marketing admin that you are in the sales and marketing business above all else.
 - Knowledge on what marketing messages (headlines, photos, benefits) work and for whom they work for. Ex. One ad may crush it on FB MarketPlace but bomb on FB Groups.
 - Discovery on what marketing messages to invest money in.
 - Forced into learning how to use Messenger and Texting to connect with prospects and convert them to appointments.

Week 16: Implement The Referral Marketing System

How to Get at Least One Referral from Every Satisfied Customer Every Year! All Four Parts of the System

- Watch on YHSGRU.com: [Located on YHSGRU Module 1 First 12 Months Checklist -> Course: Implement the Referral Marketing System](#)
 - **The Referral Marketing System**
 - **The New Three Step System to Get at least One Referral a Year from Every Client for Life**
 - **Homeward Bound News Direct Mailed for Referrals Do's and Don'ts!**
- **Homeward Bound** is a Monthly Published for You Newsletter SYSTEM used in the Omnipresence System, Email to Database and Direct Mail to your database!
 - Each month you receive a worthy cause newsletter example in pdf, as well as an outline document of the Months Recruiting System Materials. [Published monthly in the YHSGRU File Vault: Referral Marketing System Folder](#)
- **Download the following from the YHSGRU File Vault: "Referral Marketing System" Folder:**
 - **2010 Cause Evolution Study.** A Worthy Cause is a USP!
 - **The Referral System Checklist**
 - **The Referral Companies Document**
 - **Homeward Bound Newsletter and Homeward Bound Canva Template Document** (posted monthly)
 - **Referral News Response Card**
 - **Worthy Cause Insert Example**
 - **Thank You Card from Children's Hospital**
- **Do You Have ALL FOUR Parts of The Referral System Implemented?**
 - System for Programming Customer for Referrals at the Time of Listing/Buyer Agreement.
 - Worthy Cause Wednesday Omnipresent System.
 - Homeward Bound News Omnipresent System.
 - Thank You Card from Children's Hospital: A Donation Has Been Made on Your Behalf by Your Agent!

Week 18: Using Buyers to Get More Listings

Three Ways to Use Buyers to get at Least Six Sellers within Six Days!

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist -> Course: Using Buyers to Get More Listings](#)
 - **Using Buyers to Get More Listings**
- **Download from the YHSGRU File Vault:** [“Using Buyers to Get More Listings” folder](#)
 - **Using Buyers to Get More Listings Manual**
 - Homeowners - would you sell your present home if you found your dream home... Campaigns - advertising your buyer profile service
 - Direct mail to market area - see the postcard
 - Omnipresent on Tuesday's (bog, video, FB, IG, LI)
 - Video Email to Database (time the email marketing to your direct mail)
- **Advertise your buyers to the marketplace...set a target to Get 6 Seller prospects for every one buyer you advertise within three weeks**
 - Buyers with a house to sell but won't list until they find something, get an agreement to market and show unlisted property. They sign a VIP Buyer agreement with permission to advertise them/their profile to homeowners. Promote buyer profile without last name or without first name
 - Best Buyer of the Week advertised to your database (intent based branding via omnipresent)
 - I got a buyer for your home
 - I am a buyer for your home contact my agent
 - ****See the Using Buyers to Get More Listings Manual in the YHSGRU File Vault****

Week 20: Become A Direct Mail Marketing Expert

The Best of the best Direct Mail Systems to Get Come List Me Sellers!

- **Watch on YHSGRU.com: Training:** [Located in Module 1 First 12 Months Checklist -> Course: Become A Direct Mail Marketing Expert](#)
 - Direct Response Marketing
 - Targeting Your Ideal Customer
 - Become A Direct Mail Marketing Expert
 - How to Identify Likely To Sell Homeowners Using Predictive Analytics
 - Targeting Expired Listings
- **Download the following from the YHSGRU File Vault:** [“Direct Mail Marketing” Folder](#)
 - Flow, Conversion and Retention.
 - Your Target Market and USP are Critical for Success.
 - The Biggest Problems You Are Facing Now
 - How Marketing Really Works Today
 - The Next Sale Model
 - Direct Mail Systems Manual
- **Implement A USP Direct Mail System** – Expired, FSBO, Seller Prospects like Absentee Owners, Divorce Lawyers, Builders ([See Your Target Market and USP Are Critical For Success Manual](#))

Week 22: Getting Five Star Reviews System

Onboarding and What Happens Next Video System for Customers. Requesting Reviews System. Using Reviews System to Get More Customers!

- Watch on YHSGRU.Com: [Located in Module 1 First 12 Months Checklist -> Course: Getting Five Star Reviews System](#)
 - **Onboarding and What Happens Next Done for You Videos**
 - Contact Shay at lifestyle media to purchase done for you videos.
 - email@lifestylemedia.ca or call 1-877-314-1889
 - **Getting Five Star Reviews System**
 - Implement Giving 5 star reviews service - Over Communicate with Buyers and Sellers about What Happens Next using Video.
- **REVIEWS:** Have you implemented the **Five Star Review System?**
- Download the following from the YHSGRU File Vault: **“Five Star Reviews System” folder**
 - **Review Request Email Template**
 - **Leverage Online Reviews to grow Your Business**

Week 24: Improving Operational Effectiveness

Getting Your CRM to do the Work

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Improving Operational Effectiveness](#)
 - **Getting your CRM to Run Your Business So You Don't Have To**
 - **Maximizing Your 4 P's: People, Processes, Promotions, and Profits**
 - **Creating a Positive Cash Flow Cycle**
- Download and Implement **ALL** files!!! [Located in the YHSGRU File Vault folder: Improving Operational Effectiveness](#)
 - **Please see the Magnitude of Impact PDF and What Happens Next Powerpoint!**
 - Ensure all of Your Activity Plans in Your CRM are Up and Running and Everyone Knows What to do and When to do it. ([See Week 10](#))

Week 26: Financial Modeling & Reporting

KPI's. The P&L Model. Tracking and Reporting

- Watch on YHSGRU: [Located in Module 1 First 12 Months Checklist -> Course: Financial Modeling & Reporting](#)
 - **Operational Effectiveness and the P&L Model**
 - **Your Financial Modeling and Reporting Assessment**
 - **KPI Tracking and Reporting System**
 - **Financial Modeling & Reporting Mastermind**
- Download the following from the YHSGRU File Vault: **“Financial Modeling & Reporting” folder**
- **Tracking and Reporting System** - How to and What to Track and Report Knowing Your Numbers
- **Profit and Loss Model (P&L):** Spreadsheet of Income and Expense Categories and suggested Percentages. Download the template and Discuss the Income, Cost of Sales and Expense Categories with Your Coach!

Week 28: Grow Your Team: How to Recruit & Hire

The Recruiting Flow Chart. The Recruiting System. The Hiring and Onboarding System

- Watch on YHSGRU.Com: [Located in Module 1 First 12 Months Checklist -> Course: Grow Your Team: How to Recruit & Hire](#)
 - Grow Your Team: How to Recruit, Hire, Train, Manage and Profit from Your Super Profitable Sales Team
 - Your Recruiting and Onboarding Checklist
 - Top 5 Ways to Use Video for Recruiting Team Members!
- Download from the YHSGRU File Vault: [“Grow Your Team: How to Recruit & Hire” Folder](#)
 - Recruiting System Manual
 - First Admin Position Contract
 - Admin Interview Questions
 - Onboarding System Manual
 - Compensation System Manual
 - OSA Recruiting Video Script

Week 30: Grow Your Team: How to Train & manage

The Training System. The Management System. The Agent Manuals.

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Grow Your Team: How to Train & Manage](#)
 - Mastering the Art of Selling & Closing
 - The Management System Manual
 - The Best Pay Plan for OSA's for Maximum Productivity and Profitability
 - How to Hold Your Team Members Accountable for Out of This World Production
 - How to Align Your Team Members Goals With The Business Goals
- Download from the YHSGRU File Vault: [Located in the “Grow Your Team: Train & Manage” folder](#)
 - Team System Manual - Review and Model!
 - Training System Manual
 - Management System Manual
 - Ultimate Sales Team Training Manuals ([Agent Manuals 1-4: “Advanced Agent Workshop” folder](#))
 - Responses to Every Buyer & Seller Objection Ever
 - Trial Close & Advanced Lead Conversion
 - Inside Sales Agent System Manual

Week 32: Repeat Business: Increasing the Number of Times a Customer Returns and Buys

The System to Get Your Customers to Buy at Least One Home From You Every Year for the Next 20 Years!

- **REPEAT:** Are You Offering Your Clients at the Time of Listing and Buyer Agreement the Opportunity to Learn How to Get Rich Investing in Real Estate (getting your clients to return more often to buy real estate)? **Here is an example of an Offer:**
 - **VIP Client Investor Program:** Buyer/Seller wishes to participate in Broker's VIP Client Real Estate Investor Program (REIP), whereby Buyer/Seller will receive notices of free real estate investor trainings and notices of real estate investment opportunity by mail, email or phone at times when investment opportunities arise. Buyer/Seller may opt out of the REIP at any time and is never obligated to invest in real estate.
- **Watch on YHSGRU.Com:** [Located in Module 1 First 12 Months Checklist -> Course: Repeat Business](#)
 - **Inhouse Quarterly Training Video**
 - **The Lifetime Customer System**
- **Download the following from the YHSGRU File Vault:** [“Repeat Business” Folder](#)
 - **Lifetime Customer System Manual**
 - **Inhouse Quarterly System Summary**
 - **Inhouse Quarterly Marketing System**
 - **Inhouse Quarterly Newsletter Template (Updated Quarterly!)**
 - Use these to Implement the InHouse Newsletter System!

Week 34: Additional Lead Generation Systems

Find Out What Your Home is Worth Marketing. Access to New Construction Homes Marketing. Access to Off Market and Unlisted Homes Marketing.

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist -> Course: Additional Lead Generation Systems](#)
 - **Home Evaluation Marketing**
- **Download, Read, & Study the following from the YHSGRU File Vault:** [“Ultimate Lead Generation Systems” Folder](#)
 - **Home Evaluation Marketing**
 - **New Construction Hot List Marketing**
 - **Unlisted and Off Market Homes Access**

Week 36: Google PPC Ads

The Top Three Google PPC Ad Campaigns to Get Buyers with a House to Sell!

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist -> Course: Google PPC Ads](#)
 - **Online Marketing Do's and Don'ts** for help on running Google PPC ads
- **Download, Read, & Study:**
 - **The Google PPC System Manual**
 - [Located in the YHSGRU File Vault: "Google PPC Ads" Folder](#)
- *If you are at Your Home Sold Guaranteed Realty, run BRANDED PPC Ads on Google targeting Sellers/Buyers with a House to Sell. Run the three ad sets found in the Marketing Plan: Home Eval, USP and Niche.
- Consider \$1,000 ad spend. You can either do this yourself or get an assistant or admin or outsource to a company to do this for you. BUT – do not do this without the REMARKETING System in place.
- Leads that fill out a form on your website or Facebook, not asking for or expecting a call from you, WILL NOT answer the phone. The strategy is to re-market to these prospects with the irresistible offers and videos to compel them to call/text/message you!

Week 38: Advanced Follow Up and Remarketing Systems

The Remarketing System Manual. Getting Your CRM Auto Responders Working. Online Retargeting Systems

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist -> Course: Advanced Follow Up & Remarketing Systems](#)
 - **Advanced Follow Up and Remarketing**
 - **The Remarketing System**
 - **Remarketing System Overview**
 - **The Gold Plan Follow Up System**
- **Download and Implement the following from the YHSGRU File Vault:** [Located in the YHSGRU File Vault: "Advanced Follow Up & Remarketing Systems" folder](#)
 - **Landing pages for your remarketing ads >on social media**
 - **How Retargeting Works Graphic**
 - **The Generate the Leads then Brand Them System**
 - **Re-targeting video for Worthy Cause**
 - **Advanced Follow Up and Remarketing System Manual**
 - **Remarketing System Manual**
 - **YHSGR Gold Plan Follow Up Cover Letter Examples**
 - Implement all materials into Your Direct Mail Follow Up and Video Follow Up!

- **Tip:**
 - Not sure about REMARKETING? When you get a lead from a form submittal on facebook or your website -vs- a direct call in, they will be tough to impossible to get on the phone. You will want to implement a remarketing system to get those sorts of leads to call you. **Remarketing** is simply auto responding to leads with emails and texts to a video offer. The video can be hosted on your Facebook page or your website landing page for that offer. BUT, modify the landing page to remove the form and replace with a call to action of: To Discuss Your Home Sale or Purchase, Call or Text Me Today and Start Packing!
- You can find a series of **Email/Text Auto Responders for Remarketing** in the **Remarketing System Manual**

Week 40: Ultimate Converters and Done For You Videos. (Pre-Selling Systems)

The Ultimate Converters. Video Presentations. The Bomb.House Talk.

- **Watch on YHSGRU.com:** [Located in Module 1 First 12 Months Checklist:](#)
 - **Ultimate Pre-Selling Systems**
- **Contact shay@lifestylemedia.ca** to get started on **The Ultimate Converters and The BOMB!**
 - Implement The BOMB (shay@lifestylemedia.ca) - Shock and Awe System for Getting Come List Me's
- **Download and Implement the following from the YHSGRU File Vault:** [“Ultimate Converters & Done For You Videos” Folder](#)
 - **Ultimate Converter Online Pre-Selling System by Lifestyle Media**
 - **House Talk Script**
 - **How To Get Set Up With House Talk PDF**
 - For set up, contact: shay@lifestylemedia.ca
- Find examples in the [Signs folder](#) in the YHSGRU File Vault

Week 42: Vendor Directory (Getting And Using Other People's Money)

99 Affiliates. Vendor Directory. Recurring Revenue from Vendors

- **RESOURCE: Vendor Directory?** Are you getting vendors like your mortgage company to pay you monthly?
- **Watch on YHSGRU .com:** [Located in Module 1 First 12 Months Checklist -> Course: Vendor Directory - Getting and Using Other Peoples Money](#)
 - **Become A Mortgage Partner**
 - **Vendor Directory- Getting and Using Other People's Money**
- **Download the Vendor Directory-Getting & Using Other Peoples Money** [Located in the YHSGRU File vault: “Vendor Directory” Folder](#)
- Download **ALL other files** from the YHSGRU File Vault [Vendor Directory Folder](#)
- If you haven't already...**Download the 99 Affiliates List.** [Located in the YHSGRU File vault: “Success Track” Folder](#)

Week 44: Using Sold Listings to Get More Listings

The Top Three Ways to use SOLDs to Bring In More Listings

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Using Sold Listings to Get More Listings](#)
 - Using Just Sold's to Get More Listings!
 - Marketing Strategies of the Just Sold System
- Download the following from the YHSGRU File Vault: [“Using Sold Listings to Get More Listings” folder](#)
 - Using Sold Listings to Get More Listings Manual
 - JUST SOLD BUT sign
 - Just Sold Flyer Sold in Under 35 Days at Full Asking Price
 - JUST SOLD Postcard front and Back

Week 46: Leadership

Improving Your Leadership Skills So You Can Achieve Your Biggest Goals and God Given Potential

- Become a Master Leader!
- Download the Leadership Principles Manual [Located in the YHSGRU File Vault: “Leadership” Folder](#)
- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: Master Leadership Program](#)
 - The Top Three Habits of Successful Business Owners
 - Introduction to Leadership
 - The #1 Habit Practiced by Great Leaders
 - The #2 Habit Practiced by Great Leaders
 - The #3 Habit Practiced by Great Leaders
 - Leadership Principles For a Better Business and Life

Week 48: Troubleshooting Your Business Using the Universal Business Autopsy

What is Working and What is Not: Utilizing the Universal Business Autopsy

- Download the **Universal Business Autopsy**, troubleshoot any issues. [Located in the YHSGRU File Vault: “Universal Business Autopsy” folder](#)
- Attend the Next **YHSGR Conference**. Details of upcoming events are displayed on the YHSGRU main menu page carousel
 - Contact us for more information at success@yhsggr.com!

Week 50: How to Make An Additional \$1 Million in a Year

The Volume Breakdown Analysis for the Next Level!

- Watch on YHSGRU.com: [Located in Module 1 First 12 Months Checklist -> Course: How To Make an Additional \\$1 Million in the Next 12 Months](#)
 - **How to Make An Additional \$1 Million in the Next 12 Months.**
- Download the following from the YHSGRU File Vault: [“How To Make an Additional \\$1 Million” folder](#)
- **How to Make An Additional \$1 Million in the Next 12 Months - Step by Step**
- **Editable Volume Breakdown Analysis Worksheet**
 - Up Your Goals! Reverse Engineer your goals in order to achieve them by using this worksheet!
- **Milestones Checklist**

Week 52: Scale Up

The Built to Sell Play Book!

- Download the following from the YHSGRU File Vault: [“Scale Up” Folder](#)
- **Ultimate Reading List for Those Who Want To Go Further Faster!!**
- **The Built To Sell Playbook**
 - This is your business plan for growing and expanding your enterprise!

Let's leave this checklist where we started:

There is ONLY Plan and System!

To transform into a Super Profitable Sales Team Business, you must learn how to not just run a business but how to actually build one. This is where most fail. Remember as you move forward that Your Routine= Your Results

You know how a builder is obsessed with full on replication of a written, printed, proven set of plans (blueprint)? He doesn't implement from ideas, something he heard or saw on a zoom. No! It's an obsession on the details of the written, printed (that he carries around with him and knows intimately) PLAN.

He has a system for implementing it, which includes time blocks and appointments to study it, ensuring he knows all the details down to the inch. There is NO, absolutely NO guesswork. Then, he/she time blocks with their key people to ensure they understand it fully, then they map out time blocks and appointments for execution (the building). There are time blocks/appointments and meetings on progress, measurement and comparisons, deadlines and accountability to the written, printed PLAN (blueprint).

You can do this, but keep in mind where you want to go with your business, you have never been before. Hence the critical importance of PLAN and SYSTEM (and obsession with full on replication of it at the granular level).

We know this PLAN is infallible, there is just too much success and social proof. Without a written, printed, proven, PLAN (blueprint) and implementation strategy, execution system, and an admin doing the implementing – there will be lots of failures, setbacks, restarts, tear downs and start overs. Now is your time to move from idea implementation and trying things (which ensures only half measures at best, getting details wrong and missing KEY components, i.e. not working right), to serious commitment on copying and implementing a written, printed, proven PLAN (blueprint). Just like any successful builder does.

Imagine trying to build a \$4 Million House without a set of written, printed, proven, plans (blueprint)? Imagine that builder trying to build the house himself? How in the world can they hold a hammer, a nail and a board at the same time with only two hands? Right! They can't.

Now... Imagine the builder possessing the written, printed, proven PLAN – but choosing to NOT be obsessed with full on copying and implementing it? That would NOT be a successful builder... would it?

Just like a builder is obsessed with replicating the written, printed plans (blueprint), so must you be. Emphasis on OBSESSED. This explains the success you see around here... from the many multi-millionaire agent sales teams to sellable business asset brokerages we have made!

Time block on Monday 9am to 10:30am to plan your time blocks for the week on implementing FROM the written, printed, proven Business Plan (The \$4 Million GCI Business Plan). Again, TIME BLOCK Monday at 9:00am to 10:30am to review the new weeks implementation. Then, TIME BLOCK to learn about each activity listed. Then time block to plan the implementation of each activity with your key admin. Then, they time block to execute each activity. You time block meeting with them to measure progress and compare with the PLAN details. There is no expectation that YOU will be the one doing the implementing, but we do expect you to take responsibility for it (see Week Six for directing your admin team to implement).

If you do this, you will build a business that exceeds your dreams.

GUARANTEE: The solution to any business issue you will face is here at your fingertips.

Go Serve Big!

TW

Todd Walters

Multi-Millionaire Maker

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