



The Darryl Davis

October 2019

POWER AGENT<sup>®</sup><sub>TM</sub>

# MAGAZINE



Featuring *Kati Israel* • Page 4



The Darryl Davis  
**POWER AGENT**<sup>®</sup>  
**MAGAZINE**

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# A Letter From Darryl Davis...

Dear **Power Agent**® Members,

Welcome to this month's **Power Agent**® Magazine. We're thrilled to bring you some of the best agent-to-agent strategies in the industry from some of the most top performing real estate professionals in the country! My team and I are humbled and appreciative at the *incredible generosity of agents* who are so willing to **share the tools, mindsets, and solutions that have helped them rise to the top and stay there.**

To listen to the recording of this interview, please visit the [Podcast tab](#) in your Power Program Classroom.

We thank you for being a **Power Agent**® Member! As you know, for less than a dollar a day – you receive:

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If you have questions for me or our team, please visit [www.AskDarrylDavis.com](http://www.AskDarrylDavis.com) or use the email address below to reach us. If you have any ideas or suggestions or would like to contribute an article or news piece, please do not hesitate to contact my office. We always welcome the thoughts of our members.

If your organization would like to bring me in to share listing inventory-building, results-producing skills that can prepare agents for ANY market, please have them contact my Director of Opportunities, Julie Escobar at Julie at [julie@darryldavisseminars.com](mailto:julie@darryldavisseminars.com) or [visit my website here](#) to learn more.

Need assistance? Call us at 800-395-3905 or email us at [info@DarrylDavisSeminars.com](mailto:info@DarrylDavisSeminars.com).

Until next time, I wish you all the best and nothing but success and of course, I'm here to **help you design a life and career worth SMILING about!**

Powerfully Yours,



# Meet Kati Israel

Kati Israel is a global real estate authority, an international speaker, and a business coach. She is the founder and CEO K. Israel Consulting and a media host of The Boss Talk television show.

She is also a two-time best-selling author in Amazon with books, *"How to Overcome Fear of Public Speaking"* and *"Hire Better Listings."*

*"When someone sells or buys a home, it is very more important that real estate agent and broker owners are trained the way to deliver unique value and obtain desired results."*

This is where she comes in -- she teaches real estate agents how to deliver actions to get results by showing them how to take ownership of their own personal brand and allowing their personal business grow.

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





# ~ an interview with ~ **KATI ISRAEL**

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**[www.KatiIsrael.com](http://www.KatiIsrael.com)**

- Darryl Davis: Well. Hey gang, this is Darryl Davis. I have a great interview person here. Katie Israel. Hi Katie.
- Katie Israel: Hi Darryl. Happy to be here.
- Darryl Davis: You know what, you've got one of the most beautiful smile. I love talking about designing a life worth smiling about, and you've got a great one. So, you're already off to a good start because of your smile. All right, now Katie, let's give some background so people know who you are. When did you start real estate? How many years do you have? So, just a little background.
- Katie Israel: I started my real estate career actually I think 10 years ago. No, it's 10 years. Oh my God. Time goes so fast. So I started as agent in Estonia, and I started to work for RE/MAX. So after three years being agent, I was like, "Oh, I don't just want to be the agent now, I want to be the broker owner. I bought my own franchise. I opened my own office together with two partners, but then I moved to Germany and I sold my part. RE/MAX Estonia actually asked me, they were like, "We don't want that you're going to be away. So would you like to start doing the trainings?"
- Since 2016 I work as a regional trainer for RE/MAX Estonia. I do all the trainings for the agents. I do the for the broker owners and also for the region about the software, about all the things, what they basically need.
- Darryl Davis: Wow, awesome. You're still doing that now?
- Katie Israel: I'm doing it but I'm actually cutting it a little bit now because I just moved to Toronto and I told you as well, it's not so easy because before it was every month I went there. I stayed one week there and I just did the trainings. One full week, like full of trainings and the other three weeks when agents needed to have something, I was available online. Now, I cut it to the two months and probably next year I want to do it every three months when I go there.
- Darryl Davis: Now also you've been speaking now and nationally, right? Am I seeing that because you've got a whole website about speaking too, right?
- Katie Israel: Yes. My goal is actually to speak in 100 countries.

## interview with Kati Israel (continued) ...

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- Darryl Davis: Wow.
- Katie Israel: So this is really my goal. I have done 14 so far. So I'm talking about like the countries and some countries, you go to the different cities. So I was like, "No, I don't want to do like 100 cities. I want to do 100 countries." Let's see how it's going to be.
- Darryl Davis: Wow. Now I feel stupid. I don't know how many countries they were all. Is there that many?
- Katie Israel: Yup. There need to be, I'm going to make a new country then.
- Darryl Davis: I was going to quiz you. How many total countries are there? That's a good [inaudible 00:02:51].
- Katie Israel: I think there should be more because I have seen like that RE/MAX is in 100 plus countries. So I'm like, "Okay, 100."
- Darryl Davis: 100 is the number. Well, when we're done with this I'm going to have to Google how many countries are there and if there's less than a 100 we'll make up one, you and I.
- Katie Israel: Yes, that's good.
- Darryl Davis: All right. Now when you were an agent Katie, what was your production level like? How did you do as an agent and then as a broker manager owner?
- Katie Israel: I started as a agent in August and at the end of the year I was already like starting to do the deals and next years I was one of the top producing agent in Estonia. I was always top three. I didn't make it to number one. I did it like one time, but I didn't make it yearly, number one. So I was always second or the third. But I remember that time when I wasn't really number one, I think it was July, January to July. So I made number one. Because everybody knew in the office that I want to be number one. I was always like, "I'm going to make it, I'm going to make it."
- Then I made it and I was sitting in the office and I was so sad. People like, "You wanted to be number one, why you're sad." IM like, "I don't know what to do now. I'm number one who I'm going to go after." I always had a goal to catch the number one and now [inaudible 00:04:19]. Then I was like, "Oh my God, I don't know what to do anymore." So I didn't make it yearly, number one, but I was second or third all the time.
- Darryl Davis: That's interesting. I think another speaker, Tom Hopkins, I don't know if you know Tom. When I started, he was the go to real estate trainer and he said something about that. He said, "Well, when you set a goal, you got to be careful because when you hit the goal, then you can almost get depressed because where do you go from there?" I think it was one of the astronauts, Neil Armstrong. He said the same thing that there's that concern of depression for astronauts because after you like go to the moon, what do you do after that? It's hard to top it.
- So it is important to keep putting those goals in front of you so you don't get depressed. So anyway, that's really interesting that you said that. Thanks for sharing that. Now the video,

you complimented me before we actually officially started. I didn't know this, that you watched one of my videos and you actually use it in your [inaudible 00:05:23].

Katie Israel: This is one of my favorites.

Darryl Davis: Well, I'm glad that my videos have been helping you and now you're sharing it with all the RE/MAX agents in Europe. All right, let's go to these questions. So Katie OUR power agents, the people in our coaching program, I actually told them that I was interviewing you and they were very excited.

Katie Israel: Oh, okay. I'm happy to hear that.

Darryl Davis: I said to them, "All right, so tell me what questions you want me to ask Katie." They sent me a bunch of questions and so I want to hit you with them. Social media because I know you're really good at that, what is the best social media platform for an agent to build their real estate business?

Katie Israel: I think you really can't say which one is the best because it really depends. It depends your personality, who you are. Also, like basically how old you are because some of the channels are more for the maybe young people, some of them maybe for old people. LinkedIn is maybe more like professional. You need to know what you also post there. I really don't know what is the best. I think people need to try because it's always like, marketing and branding, you just need to try different things and see what works for you.

I personally use Instagram, Facebook and LinkedIn.

Darryl Davis: You do?

Katie Israel: I don't have for example, Twitter. I had the YouTube channel but I lost it. That's a long story. But Facebook and Instagram is my favorite, what I really like to use. LinkedIn, I just think that I should be there and I do the post over there, but I always prefer now even more Instagram than Facebook.

Darryl Davis: I will say mine has always been Facebook. I've been trying to make that transition to Instagram because it seems like for a lot of real estate agents they like to use Instagram because I guess it's photo driven house. So that's why a lot of realtors are using it. That's what I noticed. What are some of the best ways that you would recommend an agent to get repeat business?

Katie Israel: Follow up. This is like the keyword, you just need to do the follow up. So many agents, they stop doing the business. When they sell something, they go to the notary, they close the deal and this is it. But actually this is the point where the relationship starts and you need to talk to your clients, you need to call them time to time. You need to send them the messages. I don't know when they have a birthday, send them the flowers or candies or take them to the lunch or just all of that. So many they don't really do that.

I remember at the beginning of the year when I was in Egypt I was speaking in RE/MAX Egypt Convention and there was exactly the same thing. We were talking about it and there was one example how the clients, I think they bought something with the agent. They were really happy with the agent. They were talking about her and they were saying like, "Oh, she did the best. She was like this and that." Five years later they needed to sell that. So they

## interview with Kati Israel (continued) ...

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contact one of the friends who knew the agent as well and they ask like, “Oh, do you know somebody like a real estate agent?” This guy [inaudible 00:08:51], “Oh, but you just did a deal or you bought your home with that agent. Why you don’t go back?” They were like, “Oh, we totally forget.”

But this is exactly the follow up. But the agents don’t do, they stopped doing it. But you just need to every year at least few times, you should contact the past clients and do that.

Darryl Davis: Yeah, that’s true. I hear from agents so many times they get upset. They said, “Darryl, I lost this deal. I sold those people that house and then they listed with, so why didn’t they call me.” It’s almost like the agent thinks Katie, that the homeowner should remember them five years from now because they sold them the house. But you’re right, if they’re not staying in touch with them, they’re not going to remember you.

Katie Israel: Exactly. I always say this is one of the way to get the listings to start building up your database and be connected with them. As agent I told them, you should do seven different things at least how to get listings and this can be one. When you do that and when you do it consistently it works.

Darryl Davis: Well first of all you said seven. Give me the other six real quick. So one is past clients.

Katie Israel: I always say because I think most of the agents they do one to three maybe, but people need to do more. I just say it’s like it should be seven different, it can be social media, it can be follow up, it can be events like you organize some events. You can do [inaudible 00:10:25], you can go to the sports club, wear branded things, be part of the community, the [inaudible 00:10:32] videos, postcards. There’s so many, I don’t know, your website to put there the ebook, start doing online consultation. Whatever it is, think what are the seven things, what you can do, make the plan and do them by consistently.

Darryl Davis: Now you said something really important at the beginning and I just want to highlight it, is that there’s no right one as long as you’re doing it and you like it. Because if you don’t like it, you’re not going to do it.

Katie Israel: Exactly. So this is really personal for everyone. That’s why I’m saying, write down what you think you can do. Like also cold call. Some people said like, “I can’t do the cold calls.” You don’t do the cold calls, you need to do something else. What is what you’re going to do then?

Darryl Davis: Did you ever cold call?

Katie Israel: I did few, but I didn’t like it. That’s what I’m saying... But when I started as agent I was really young and one of the thing was I think I wasn’t maybe so ready. I mean like when people say, you know or something like this, I took it really personal. One of the thing when I look back now and when I think that I should start as agent again, I start doing the cold calls. Because this is like, it’s nothing personal when you get the no, it’s one step closer to your yes. I take it like this way now and that time I was afraid I didn’t want to get these nos. I was like, “Okay, I’m going to do other things.” But right now I think cold calling will be like one of the thing



what I would do actually.

Darryl Davis:

Good. What's that?

Katie Israel:

It's just about practice and when you do it more and more and more, you're going to be comfortable and you're going to enjoy it at the end.

Darryl Davis:

I'm a big fan of cold calling specifically for sale by owners, FSBOs, expireds because that's now business. All right. Let me go back to another question. I'm going to ask you. The repeat business. So what would you say real quick, top of your head, after the closing, I love how you said that, after the closing, that's when the relationship really starts. That's when you've got to really pay attention and follow up, follow up. So a few ideas to stay in touch after the closing.

Katie Israel:

I always did like the birthday. I wrote it down when they have a birthday, I put it to my calendar. It was always there. So every time when the client had the birthday day, I called or I send a message. It depends what kind of relationship I had. Some clients you do your work but you are not really so close maybe. But some clients you really are connected and you are like, "Oh my God, we can even go to the lunch." I ask them to the lunch. Also I sent them the flowers or whatever it is. So then for example, Christmas, New Year's, what my partner would do, I had office, when he went to the holidays he sent the postcards. Not to all of them. But some of them.

He had a list and he just like, "Yeah, I'm in, I don't know in Spain right now having a holiday, I was just thinking about you, hope you are okay and you are still enjoying your home or something like this." These are like a really small things, but they really matter. You just think three or four things, it's easy. Birthdays, Christmas, New Year's, and then something else like I don't know. You see also on social media that they do something, maybe something great happened in their life. Take your phone, take the message or just graduate them or send them something or just call them.

Darryl Davis:

You just reminded me, there's something powerful that Facebook has, which is you can create your own lists of people and you can create a VIP list, which would be your past client. Instead of seeing the feed of all your friends, if you click on the VIP list that you created, it would just show you the feed of whoever you put in that. So if that's your past client list, then you can quickly touch all of your past clients really quick that way.

Katie Israel:

Yeah, that's amazing.

Darryl Davis:

I really forgot that it has it. That's pretty awesome. Thank you for that. What are some of your daily to do's that you do, your to do list, do's and don'ts?

Katie Israel:

Well, I say most important thing or for me in the morning when I wake up, I want to do mind feeling. I want to get up really early and I want to listen to some podcasts or I want to read or I want to get myself mentally ready as well. Because I truly believe that nowadays the world is full of negativity and we need to be really strong as well. That's why your mind need to be really strong. Your mind need to be in the right place. For me, this is one of the things that I really do every single day. I'm really consistent. I have done that like I think almost two years, but I listen or read or do things in the morning.

But gives me a chance and I have seen that it really has changed me. When something bad

## interview with Kati Israel (continued) ...

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happened, I don't take it anymore so seriously. I'm like, "Okay, it happened. I really can't change that. I need to move forward." It's all because of the mindset, because it's getting stronger and stronger and I know what I need to do and how things happen in our life. So this is one of the to do's what I do every single day. I would say like one of the thing is, I try to get rid of the negative people.

When somebody starts with the negativity, I'm like, just stop that. Sometimes even my friends, I have told them, "You know what, I don't have time for that." I don't want to be rude. But there's so much going on in my own life as well and I just can't listen all those things, what you are saying right now. So this is one of the downs and I try to be really focused and I try to be like that I don't get like when somebody come in or start talking with other things, I tried to be like, "You know, I need to do and finish this thing and then we can talk."

Darryl Davis:

Nice.

Katie Israel:

Not that somebody interrupt me with my things.

Darryl Davis:

Got you. Very good. I never thought of it this way. Hearing you say that about getting ready in the morning. Of course, I've heard this before. I do the same thing. Not as consistent as I would like, but it's almost like working out. Some people they work out, like if you work out your brain, your attitude every day, you're going to get stronger with it.

Katie Israel:

Exactly. I take it like this. I think Eric Thomas said that, that if you want to succeed as bad as you want to breathe, then it's like you need to do whatever it takes or something. This is like the mindset as well. You need to be ready for that.

Darryl Davis:

Awesome. Very good. What failures and successes have created the biggest lessons or turning points for you? Oh, that's a good question.

Katie Israel:

I was thinking about it. I think the first thing would happen. Like I told you, I was really young when I started as agent and when I was a broker owner and I remember when I went to Las Vegas first time and I went to the registration desk and they're just really are you broker owner because I was wearing my pinky shirts and things like this. They were like, Oh "[inaudible 00:18:13] broker owner?" I'm like, "Yes, I'm a broker owner." Then they were like, "Okay, you must be a baby broker owner." I was like, "Okay."

I think one of the biggest lesson what I really learned was when I did my own office, how important it is like to choose people with who you work together. I sold my office because I moved to Germany, but there was also because I had two partners and you need to really know the people with who you do the business together. Maybe I trust people so easily and even now when I was in Estonia somebody ask, "Would you do the RE/MAX office with me?" I was like, "Nope, we are too close." I mean, you really need to think who are the people around you.

Also, what I learned when I saw my office and everything when I was younger, I was so afraid to fail. That, "Oh my God, what people are going to think about it or what's going to happen?" Now I think like failure is good. I'm not afraid anymore. When I fail, I fail and I just

need to learn from that. All these things would have happened when I was like broker owner or when I sold this. This really have taught me all these things. I'm like, I take it now more easily. I'm like, when I fail, it's good. I'm going to learn something. What is the lesson?

What I'm going to learn and I try not to repeat that anymore. The other thing was when I moved actually to Germany and then came in this mindset part, where I really started to focus more. Because like I said, I wasn't maybe mentally ready, all these things. I was always thinking, "Oh, I'm a sober woman. I can do whatever I want and nothing can happen with me." Then when I moved to Germany and the reality really hits how hard it is to move from one country to another, and when your mind is not ready for that, and when you let all the negativity close to you, it can end it really bad.

I had the depression actually, and it went really, really bad because everybody were like, "Oh, you're doing this and that and think like this." But I started to go down, down, down, and to come out from there, it was really hard. But now I think when I work with my mind, it can't happen anymore because I can't go so down when my mind is in the right place. When your mind is not in the right place, all the bad things can happen. You take it more easily. Like you let them inside you. But when you are strong then it's hard to get close to.

So these are I think, two main things and what I have learned. Now for example, thanks to my mindset I think I'm just, you said something that I look fearless. Is not like this, but I think it's my mindset. I just do the things and when I fail, I fail. I learn from that. So this is how I take the things now.

Darryl Davis:

Wow. I am touched by your transparency or authenticity in what you just shared. So that was awesome. Thank you. When you went to that depression where you got to that, and I got what you said. So what you need to do is stay strong. That's what you learn from and stay strong so that it doesn't happen again. But when you got to that place, how did you get out of it?

Katie Israel:

It was really hard. But the thing was, you need to make the decision. Nobody can do that for you. It's the person here or there or when you look to the mirror, you need to do that. Nobody can help you. It took time to realize it because I was always blaming maybe the others and I was like, "Oh, it's not my fault." Things like this. Or I said, "Oh everybody need to feel sorry for me." You just need to make the decision that you want to change, that you want to do that. Start doing the things like small things. That was my goal every day to start doing the small things and to reach my goals or set your goals.

"I'm going to go and work out today, I'm going to go and walk even." They sound like a small thing, really like go to walk, everybody can go to work. But when you have a depression it's really hard to push yourself out and go and walk or talk to the people. I was like, "I just need to start doing it." Small things and step-by-step your days were full of busy things. You started to do more and more. You started to feel happy again because you were like, "Oh, I challenged myself. I really did it."

You were happy about that. Then you started to get this positive feelings. I started to read. I didn't read so much before, but after that, what happened? I really started to read and I was like so many people go through that. Then it's the part of my story now and I just need to learn from that. I know, actually I shared that story in RE/MAX Egypt Convention and the owner of RE/MAX Egypt asked me, "Would you change something in your life? Would you skip that part that you had the depression?" My answer was no because I wouldn't be the

## interview with Kati Israel (continued) ...

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person today. I needed to go through that. I needed to do the things because it have helped me to get a better person.

Darryl Davis:

Great. That's awesome.

Katie Israel:

It's going to be the last one. For sure they're going to be more things coming in your life and you feel down and you're like, "Oh my God, what I'm going to do now?" But it's just the part that everybody go through the things.

Darryl Davis:

Well, the good thing is not only is it part of your story, but it's also part of your evidence that if or when it should happen again, you'll have this point in your life. You say, "Well, I did it here. I was able to get through this. I was able to get out of that. I was able to get stronger because of it. So now I can just simply do it again. I have the tools and the ability within myself to do it because I did it here so I'll do it now."

Katie Israel:

Exactly.

Darryl Davis:

Awesome. That was great. That was not what I expected. That answer was awesome. All right. Now can you tell us a little bit about your social media strategy? For example, where and when do you post on your personal versus your professional page or in groups? Like, so what's the formula when you're posting?

Katie Israel:

Actually there is no formula. So many people have asked that and it's like also when I was an agent and it was like 10 years ago, I started to use social media, like Facebook a lot that time. [inaudible 00:24:59] like I think 80% of my listings out of Facebook and people were like, "Okay, how do you do that?" When you post it's exactly the same questions. I was like, "I don't know, I just post." When I feel like I post, but the thing is I want to post every single day. I mean like on my Instagram I want to go to the stories. Like on Facebook I have two pages, I have my private page and I have my professional page. So I don't post every single day on my private one. But I try like every second day or something. On my professional one I post every single day.

[inaudible 00:25:41] like that I have a timer that I post every day in the morning, like 10 o'clock or there's nothing like this. One thing is that I need to post consistently because then you build up the-

Darryl Davis:

The follow up.

Katie Israel:

Yeah, exactly. A lot of people they don't do it. They just do it maybe two weeks, then they don't do it anymore. Then they start again. But it's like the same, it's like rollercoaster. Consistency is the key and you need to think about it also what you're going to post, what is the message and why people should read that and why they really need to or why they should stop on that. Because social media, it's just scrolling, scrolling, scrolling and why people really stop on your post.

Darryl Davis:

You know what I noticed about your posts because I was doing my homework, after we scheduled this, I went to your page and I started poking around to see and see some of your

posts. What I love about what you do with your posts, which I think is key because of what you just said is you say pretty much in the very beginning, "Here's what I want to talk about." Then you talk about that thing. So it's almost like you're letting people know at the very top in that first 15 seconds, "This is what I want to share, this is what I want to talk about." If they're not interested, they don't have to continue listening. But if they do, they're going to hang in there and listen to the whole thing.

Katie Israel: What I have noticed as well, like on social media, you need to build the interest. Sometimes it's not like I feel so many people they just put it like, "Oh I'm going to Canada." They put it straight away up there. But maybe you should think about and do it like, "I'm at the airport right now, I'm on my way to somewhere. What do you think where I'm going next?" Then they're going to be like, "Oh my God, where's she's going?" One of my training, he said, "I can't like your Instagram posts," because I did a lot before in my Instagram stories.

He was like, "I just look at your stories and I was so interested where you're going." I was updating, I went through your stories all the time because I wanted to know what is the next destination where you are.

Darryl Davis: Katie, let me ask you about that. Because I saw the one where you were in the airport and you were Germany and you are going somewhere from Germany or you were going to Germany, you were in the airport. Now let me ask you that. So you're sitting in the airport, you're like, "I want to just share where you are, where you're going." Do you do it in Instagram and then have it go to your Facebook or do you choose Facebook, what was your decision there?

Katie Israel: I think I'm like more Instagram person now. I really post on Instagram. I like to do the stories. But like I said, there's importance also on Facebook. But I dry that I don't do the same posts. I tried to mix them all the time because my professional base have different posts than my private one for example, on Facebook as well. Because I don't understand the people when they have two accounts and then they share. They both something on professional, then they share it on the private one. So why you don't have then one page, I mean like, try to do different content.

Darryl Davis: Different content.

Katie Israel: Yeah, exactly. It makes more sense. So on Instagram as well, I don't want to post the same post what I did on Facebook on the same day. Sometimes they are the same, but I just put like different days. But it's not the same because when they go on Instagram they see something, then they go to Facebook they're, "Oh it's the same thing." I try to keep it like it's interesting to see it on the both channels.

Darryl Davis: All right. But the point here is I think that you're not so hung up with because some people they'll ask this question too, what's the best time to post? Is it better at 7:00 AM or is it better to Twitter at 2:00 PM or like there's a whole algorithm and schedule? So you're saying, "Listen, use what you like, do it a lot and just make sure you're doing at least something once a day."

Katie Israel: Yeah, and you can test that actually what works for you. I mean like you can test that one month in a row you post every morning. Then you see how many likes you get, how many comments you get for example. Then the next month you try like the different time. How it [inaudible 00:30:24] marketing and branding, it's all about testing the things. I never say there's just a rule post at one o'clock then it's the best time. Of course, [inaudible 00:30:35] sometimes when people are more maybe on social media, but I think it's also different in the different countries.

You need to know your followers and what they do, how they look like, are they working

## interview with Kati Israel (continued) ...

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normally or do they have like, there's so many things. I just say, you really need to test how it works.

Darryl Davis: Great stuff Katie. Are you having fun Katie?

Katie Israel: Oh, I'm having fun.

Darryl Davis: All right, good. I'm having fun. This is good. All right, I think we know the answer to this already. How does one go about hiring someone to create a social media ad without it costing a lot of money? How do you know that that person is any good at what they do? So do you run ads? Do you pay for ads?

Katie Israel: I normally don't do actually. I do have my assistant who help me with the posts sometimes because I want that, it's honestly doing social media can take a lot of time when you just don't post it. When you really think about the message, what you want to say, that the followers really get something out there. It takes a lot of time. So something that just ask her as well to think with me or I tell her the topic to prepare, but we don't really do that. I'm just doing it.

Darryl Davis: All right, good. What are some of the best tips that you would suggest for an agent to brand themselves to promote themselves?

Katie Israel: First of all, when they do social media, I mean, you really need to think how your social media profile look like. When somebody go to your social media profile, when for example you get the recommendation. Somebody say, "You know Katie is a good agent. Go check her out." Somebody go now to your social media account, what are the first things that they really see? [inaudible 00:32:34] this person, because there's also like the small things to say like introduction or intro. When somebody go and they really see number one real estate agent in, I don't know, Toronto for example or whatever it is.

Put it over there. Put the picture. How does your profile picture look like? What is your cover picture? Also like people want to do business with the people who are successful, who are like positive. What's your feed say about you? Like what do you post? What do you share? I also say some people in Estonia, some agents actually they don't agree with me, but I say so often, start taking off your family pictures. So many people say, "Yeah, but I get so many likes for that." I'm like, "Yeah, you get likes but you can do like we said before do the group then. with who you want to show your family pictures."

I want to share them with my family. Okay, you maybe have a WhatsApp groups, share the pictures over there. [inaudible 00:33:31] on Facebook. Just the close friends or like family members who really see your family pictures. When you post the pictures about your gate and somebody wants to sell the real estate. They go and say like, "Oh my God, it's all about her gate. There's nothing about real estate. How I know that she is really a good agent?" I don't post for example on my private life, not so much there.

I tried to post what I'm thinking, my business, my speaking, my trainings, things like this and motivational things. Not about dogs and cats. I just say this is the thing as well. If you want to get a lot of likes, you can put the cat picture there, you get the lot of likes. But they are just likes, they are not your clients. You want to build up the followers and build up the engagements. So your profile need to look really professional as well.

Darryl Davis: You're talking about even your personal profile, not just the business profile.

Katie Israel: Yep. Well it's like for what you really use that. Like when we talk about social media, I'm like when you use it to get the business then concentrate on business. You can do your other private accompany you want for your friends and family then and post the pictures what you want. But I think it's really, really important that people when they go there and they don't know you, they somehow get to know you.

Darryl Davis: Well, that's interesting that you're saying. You know what, I think I agree with you that if somebody goes to your personal page, which is probably what people would go to, it's harder to find a business page. So the personal page will show up probably quicker. So if a homeowner is looking at you and your personal profile shows up and they don't see a lot of real estate stuff, then that's going to hurt you. I can see that.

Katie Israel: I think so as well. I'm like just think when you are the home owner and you are looking agent, what you want to see. [inaudible 00:35:35] want to have agent who really work, you don't want to see maybe the agent who is like having a party every single day or going to the holiday all the time, which is nice as well. We all want to go to the holidays, but when I go there and I say, "Oh, this person was over their holiday, over their holiday, maybe she don't have time really to sell my home." This is the question as well. She's always away. I'm not sure if she's the right person. So that's why I think it's really, really important to think and see and go through your social media again and see how it looks like.

Darryl Davis: So a video of an agent getting sloppy drunk is probably not good.

Katie Israel: No. It depends what kind of clients you like to have.

Darryl Davis: I like how say, "No." That was great, Katie. It's probably not a bad idea to throw a little personal stuff like one or two to kids at Bubba, but probably the majority should be real estate branding. That's what the question was.

Katie Israel: But it's also I'm saying like when you have, for example, dog and you belong to all the dog clubs, what they have out there, and maybe there are a lot of people, then maybe it's good to post some pictures because maybe you get clients out of there. You need to think about all those things. But I wouldn't do that anyway.

Darryl Davis: If you want to focus on a niche like the animal crazy people, which I'm one of them by the way. We do cat rescue in my life. So I know about the crazy animal people because they were just over my house the other day. We're crazy. All right, let's see. What are some of the best tips? I already did that one. You talk about focus and speed of implementation being a key to success. Can you share some thoughts on that for our power agents?

Katie Israel: I think speed of implementation is one of the biggest key. So many agents, they go through the conventions, maybe they listen to podcast, maybe they go to the training, I don't know where they got the ideas, they write it down. Then after two days, after one week, after two weeks, they still haven't done anything.

Darryl Davis: Amen.

Katie Israel: This is like the moment you get the idea to the moment you really start taking the action, it shows how successful you're going to be. This is the speed of implementation. You get the idea, write it down, put it to your calendar. "You know what? I don't have time to do it like next two days, but I'm going to do first thing next week. On Monday morning, I'm going to start

## interview with Kati Israel (continued) ...

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implementing this idea." Write it down and start doing it because this is, I see that they just don't do it and then they forget it and then six months later they're like, Oh, "I got this idea six months ago." I'm like, "Why you haven't done that?" "Oh yeah, I forgot that."

So everything, what you get put into the action, and this is one of what I have seen as well or my case as well, you just start doing the things. When you don't do it, nothing doesn't happen. You know you stay in the same place. So the faster you are, the faster you're going to move forward. The faster you get more successful as well. Also, it's all about all the decisions and sometimes we don't want to send the email because we are like, "Oh my God, I'm not going to send it today or I'm not going to call today. I'm going to do that tomorrow."

It's the same thing, do it. Then it's done. You want to ask something, ask it's done. Don't wait. Don't wait like it's going to be in your head and then you're going to wait like three days or four days or five days. In this time maybe you will have changed something already. So speed of implementation of everything. You get the idea, start doing and start implementing. Start taking the action and make things happen. Not just talk about it.

Darryl Davis: I'm so inspired right now. This is great.

Katie Israel: That's good.

Darryl Davis: It really is because you know what, it's like I think sometimes people, they have a paralysis analysis. They study it too much. They research it or they want to get a perfect before they do it.

Katie Israel: Which is done is better than perfect.

Darryl Davis: Wait a second. Done is better than perfect.

Katie Israel: Yes, just do.

Darryl Davis: Did you read that somewhere? Is that yours? Because that's brilliant.

Katie Israel: No.

Darryl Davis: Is that yours?

Katie Israel: No, it's not mine. I have read about it, but this is like start doing it because everybody's really critical about ourselves and to be perfect, it's never perfect. You do the video you don't like how you look like, you don't like how you talk, your voice, what dress you wear, what color you had, what background you have and it's never perfect and you never put it out. But it's wrong. Just do it. Nobody don't really care about and you are the only one who see the small things.

Darryl Davis: This is so great. I'm loving this, Katie. This is good stuff.

Katie Israel: I'm happy.

Darryl Davis: Oh baby. I'm excited. I wanted to go do some stuff now.

Katie Israel: What are you going to do?



Darryl Davis: I don't know. I'm full of energy right now.

Katie Israel: I am happy.

Darryl Davis: This is great stuff. All right. Now your social media feed. I don't know if this is... Let's see what this question is. Your social media feed just exudes, oh yes, a fearlessness and passion for life and business. How can agents cultivate those qualities in their own lives and their careers?

Katie Israel: How they can become basically a fearless and do the things?

Darryl Davis: Yes.

Katie Israel: You know what? I have learned one thing and it's like people think or they overthink and sometimes they don't take that action because they start to think too much. Because they start to afraid, maybe it doesn't work out, maybe I fail. Maybe it's like this. Maybe it's like that. So I always ask three questions. What is best? What is the most likely, and what is the worst what can happen? Everything what I do, and now you said, or like they said, it seems like I'm fearless. Also moving to Toronto. I was first time in Canada this year, April. I came back in May and I got my apartment and I just come to see it. Then I was like, "I'm just going to make it happen. I love it here. I love the vibe of the city and I just go and try.

What is the worst what can happen? I go back to Europe. That's all I need to stop thinking now there. Because when I start thinking, "Oh my God, maybe I don't find a job. Maybe I don't do like this. Maybe I don't find the friends. Maybe having like this. You know what? I'm getting crazy then. What is the worst? The worst is I go back and now I need to stop thinking. What is the best? That I'm going to make it happen? What is the most likely? I'm going to make it happen. That's all. Make a decision and start doing the things.

You're afraid to make the phone call or the cold calling. What is the worst? You get the no. What is the most likely? I don't know. Hopefully you get yes. What is the best? You get like appointment. This is the best. Just ask these three questions and start doing the things. Don't overthink because we start like, "Oh my God, what other people think about me when I fail?" Nobody don't care because we all have things going on in our life. I really follow these three questions and then just like doing the things.

Darryl Davis: I love those.

Katie Israel: I think you can learn so much. Even right now like I'm moving here to Canada. Of course, there's fear inside me. I'm like sometimes like, "Oh my God, what I'm doing?" Waking up in the morning and I'm like, "Oh my God, I'm totally crazy." But on the other hand I'm like, "Yeah, actually you know, I want to do that. It's exciting." I'm doing it because I want to change something and I imagine how I'm going to be maybe here in two years and I love that idea. It gives me energy and then I just need to keep on going and doing the things.

Darryl Davis: Wow. Those are three great questions. What's the best that could happen? What's the worst that could happen and what's most likely to happen?

Katie Israel: Just ask those and start doing the things. Because I had agent in Estonia and she was like, she did the cold calling and then she saw sales by owner, so she started to Google who is the owner. She find out that, "Oh my God, he's a professor in the university." She started to think, "Oh my God, he's probably really smart. He's smarter than me. [inaudible 00:44:47] questions. We're gonna do it like this." You know what? At the end, I didn't do the phone call because I was so afraid and I was like, "Yeah, because you are overthinking." This profession maybe know a lot about what he's teaching, but he don't know things maybe about real estate. You know the things.

## interview with Kati Israel (continued) ...

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Don't overthink when he going to say no, it's no and your life goes on. Also right now I can always take it like if I need to, for example, when it doesn't work out in Toronto, I just go back. I just continue doing what I was doing in Europe. That's all. I don't need to worry about the other things.

Darryl Davis: That's great. This is great stuff. I didn't expect all this great stuff coming out of you Katie. This is some deep, deep stuff. I love it. I love the deep stuff. Real estate can be very overwhelming at times for agents. What are the best tips for staying grounded, taking action and and getting unstuck or staying unstuck?

Katie Israel: I think you should go deep inside you and think what is your why, why you are doing it, what are your goals, why you go to the work, why you wake up every morning, why you are a real estate agent? When you know your why and why you're doing those things, it helps you to keep, I don't know. For me it's like I know I want to be speaking in 100 countries so I wake up in the morning, I have to [inaudible 00:46:23] in my stomach. I'm like, okay, "Somehow I'm going to make it. I don't know yet how, but I'm going to figure it out.

When you know that, I think you just going to be focused then. Because you know where you're going, you see the bigger picture. When you know that and when you see the bigger picture, it's easier to stay focused. Sometimes you need to still like look your goals because sometimes it's so easy to go like you know, not go like this but start going like this and then somebody need to get you back or you need to go through your goals again. Think your why and say, "Okay, no I can do that right now. I need to stay focused and do my things."

My life also like last two years, so many times I have said like or my friends, they say, maybe, "Let's go out." I'm like, "No, I can't come because I need to wake up five in the morning." They said, "You did it today, you did it yesterday. Why you need to wake up tomorrow?" "Because it's my thing. I wake up five because I want to do my things because I know that in the morning it's really important for me to listen my mindset things, to go maybe to walk, to start my day like a good way. Because when I don't start there is a chance that my day going to be not so productive. I'm willing to do the sacrifice. I need to keep myself focused because I know where I want to go.

Darryl Davis: When you were an agent, what was your why? What got you focused or unstuck or committed and passionate?

Katie Israel: When I was agent, I think I didn't think about that time about my why. It has come now. That time I was excited. I was just passionate about real estate. I wanted to do all the cool things. For me, it was I really love marketing and branding and that I was using real estate to brand myself as well, to build up my brand to do like that time crazy things. Because I started to do videos already. I was really like one of the first, I think in Estonia who really started to do the videos. I put Soprano, the TV show Sopranos and I put this music, the background. So people were like talking, "Oh my God, she's crazy." I was like, "Yeah, bu it's cool.

Darryl Davis: You played the Sopranos on your video in Estonia.

Katie Israel: Mm-hmm (affirmative). I really did I think things what other agents didn't do and it drives me because it really like it gives me this energy and excitement. What they going to say no, what

people going to say? I always want to do something different because I wanted to see the reaction and I think it was fun.

Darryl Davis: Listen, I'll give you 10 Canadian dollars if you send me one of those Soprano video clips.

Katie Israel: I can send you, it's like three minutes.

Darryl Davis: I would love to see it. I will probably get-

Katie Israel: [inaudible 00:49:21]

Darryl Davis: All right, now when you were an agent your why was, I loved that you said that was you love marketing and you use real estate as the tool to market and brand yourself. So that way you were getting excited about the whole branding content. Now your why is to speak in a 100 countries. Go ahead.

Katie Israel: Actually it's like I want to speak in 100 countries and I really want to help and inspire people and I want to share my story. I think I'm really honest and I'm willing to share my ups and downs. I'm like, when it helps others, I just do that and this is what I really want to do. I want to be like that somebody can say like, "Oh my God, you really changed my life." This one thing which you said it really helped me and this is what I want to do.

Darryl Davis: Good. Great stuff Katie. Very great Katie. All right. Let's see. Last question. What are some of the best strategies for staying accountable to one's goals?

Katie Israel: Well for me, are my coaches. Like also this week, Friday, Saturday, Sunday, I'm going to be with my coaches. There's going to be three coaches. We are going to have, I don't know, training days. I go every two months basically to some of the events like this and they know my business, they know what I'm doing. Always when I go there, I don't want that they ask me like, "Okay, how is your business?" "Oh I haven't done anything." "Why you haven't done anything?" It keeps me really accountable that, every time when I go I have something to discuss.

I say like, "You know what, now I have done this, now I have done that, now I'm in this point. So what should I do now to get to another point." Then we set the plan and I just need to follow the plan. I think having a coach or mentor or somebody with who you can share the things, it's really, really important. This keeps me accountable.

Darryl Davis: Got you. So having a coach and you have three?

Katie Israel: I have more. I mean like today, not today, this time they're going to be three different coaches. There's going to be like a mindset coach. There's like marketing. There are really like different people, different [inaudible 00:51:41] good. Then I have other coaches because I think all together, maybe I have six, seven. Because I work together with the organization and there's different people. Now when I was in South Africa, I had a coach with who I did like speaking trainings. We had online like two times before I went there.

We went through what I'm going to talk about, he also gave me some tips and then I made my speech ready and then I did a presentation. So he was like, "Just change this, change that." I think having a coach is so, so important. Everybody [inaudible 00:52:19].

Darryl Davis: I mean, a coach can see things that we can see sometimes.

Katie Israel: I just talk yesterday with my friend and I said, sometimes it's just like you have the answer in your head, but maybe you're afraid to take the action or something. You're like, again, thinking

## interview with Kati Israel (continued) ...

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maybe too much and you just need to talk to somebody and hear it from somebody else that, "Yes, you should do that now. It's the right thing." Or sometimes we are afraid to make the decision and having a coach and talk with somebody, you're actually then learning this talk, you make the decision because they poke you, they encourage you. They're going to say, "You know what, just do it. Go out and do it." Not like make up the excuses.

Darryl Davis: So they inspire you.

Katie Israel: Exactly. They encouraged me and I feel that they push me to be the better person every single day as well. I just need to follow what they say and what they do. I think really one of the thing what a lot of people they think like, "Oh, having a coach cost me money." Of course, it costs you money, but you should see the end results. Like what it really gives you?" Of course you pay for somebody, but what is what you get out from there.

Darryl Davis: If somebody invest \$10 in coaching and it makes them \$20, it's a good investment. Right?

Katie Israel: Exactly. But people don't think about, they just think about, "Oh I need to pay now." But what is the outcome what you get when you pay?

Darryl Davis: Well, listen, Katie, I feel like I can speak to you for like another hour or so, but I don't want to be selfish because I know you have your to do list today and you've got to share your greatness with the world. So thank you so much for spending. Now we're going to say goodbye, but stay with me one second. Is there anything you want to add before we we finish our call?

Katie Israel: No, I think just maybe to say everybody who's listening that, just try to be a better person every single day than you were yesterday. This should be your goal and start living like this and start taking the responsibility of your life. Don't blame the others.

Darryl Davis: Great message, Katie. Thank you so much. Now Katie Israel, if they want to get to see you or getting more information so we can get to help you get to those 100 countries speaking, what's the website again for you darling?

Katie Israel: It's a [katieisrael.com](http://katieisrael.com), [www.katieisrael.com](http://www.katieisrael.com). [inaudible 00:55:06] all over the social media, Facebook, Instagram, LinkedIn. You can message me as well.

Darryl Davis: That that was just too easy, [katieisrael.com](http://katieisrael.com). All right. Stay with me. I'm going to say goodbye to everybody. All right, gang. There you go. Katie had some really awesome stuff, so if you just implement a couple of those things, you're going to have a great year. Thank you and don't forget everybody to keep smiling. All right.

Katie Israel: Yes.

Thank you, Kati!



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